Leqvio Monotherapy Demand Study Banner Plan

Columns

Specialty	
Cards	S2=1 OR S2a=1
PCPs	S2=2
Nephs	S2=3
Endos	S2=4
Lipids	S2=5
Role	
Physician	S2=1 OR S2=2 OR S2=3 OR S2=4 OR S2=5
NP/PA	S2a=1
Volume of Adult ASCVD Patients	
Higher	Joe to find the right cutoff
Lower	Joe to find the right cutoff
Tiers	
Tier 1	*Tier 1 from list*
Tier 2	*Tier 2 from list*
Tier 3	*Tier 3 from list*
Tier 4	*Tier 4 from list*
Segments	
Segment A	Segment=Segment A
Segment B	Segment=Segment B
Segment C	Segment=Segment C
Segment D	Segment=Segment D
Priority Accounts	
Priority Account	*Priority Account from list*
Non-Priority Account	*Non-Priority Account from list*

Calculations/Rows

- 0-5 Scales
  - T2B/MB/B2B

Main Tab Notes:

- Please include tables that show the demand changes pre/post