

HOW MUCH DO PHARMACEUTICAL COMPANIES SPEND ON YOUR DOCTORS? Who is the intended audience?



In 2017, COMPANIES SPENT

\$ 2.84 BILLION on doctor's pay?

Pharm cos?
Healthcare cos?

OUT OF THESE:
Change presentation!

Non-research payments

\$ 2.07 BILLION

Research payments

\$ 82.37 MILLION

Should I just look at pharm cos?

WHERE IS THE STORY?

Compelling story

THESE PAYMENTS RANGED FROM

\$10 - \$26M per

million?

PHYSICIAN

Reason to go to the website

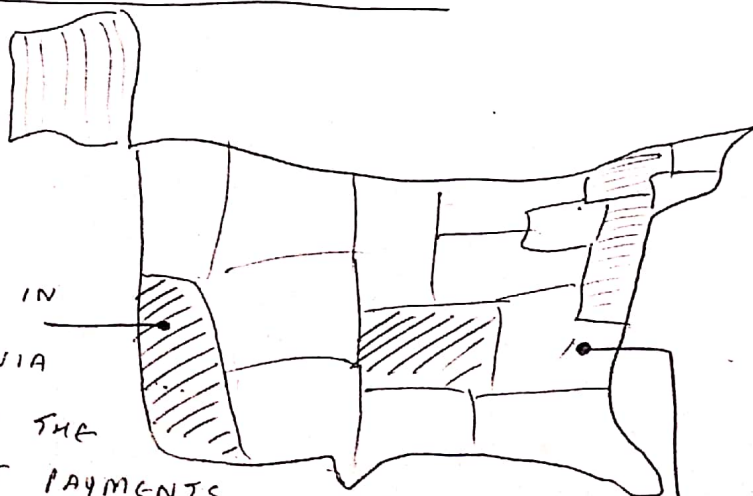


20 DOCTORS GOT MORE THAN \$20M IN PAYMENTS

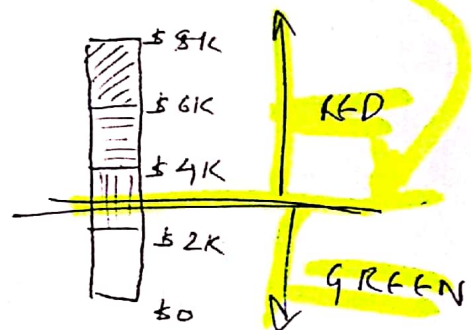
TOTAL PAYMENTS ON PHYSICIAN IN 2017

MEAN PAYMENT PER STATE

NATIONAL MEAN: \$3307.06



DOCTORS IN CALIFORNIA RECEIVED THE HIGHEST PAYMENTS ON AVERAGE.



As a pharmaceutical company, CLICK - Best two things

④ PAYMENTS ON A DOCTOR : DR. CHARLES GOODIS

(ALBUQUERQUE, NEW MEXICO)

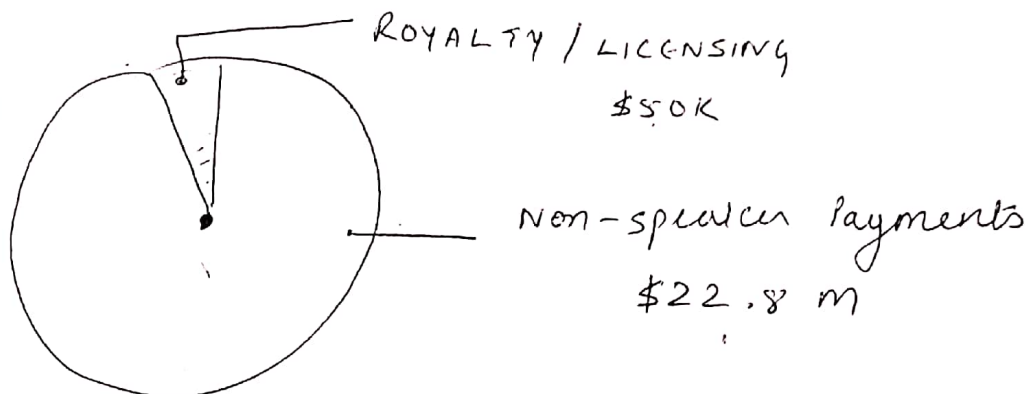
Any doctor



TOTAL PAYMENTS RECEIVED: \$22.9M

Am I consulting this?

Why this doctor?



SEARCH FOR PAYMENTS ON YOUR DOCTOR :

HERE YES Like this

FOR INFORMATION ON THE DATASET : HERE

References :

1. - - - - -
2. - - - - -
3. - - - - -

Audience :

Pharmaceutical companies.

What is the visual about?

Takeaway?

Why should I look at this?

Key highlights

HOW MUCH DO PHARMACEUTICAL COMPANIES SPEND ON YOUR DOCTORS?

why would this interest me?



In 2017, COMPANIES SPENT

\$ 2.84 BILLION on doctors.

OUT OF THESE:

Non-research payments

\$ 2.07 BILLION

Research payments

\$ 82.37 MILLION

SO WHAT?

Why do I care?

THESE PAYMENTS RANGED FROM \$10 - \$26M per PHYSICIAN

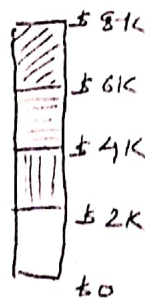
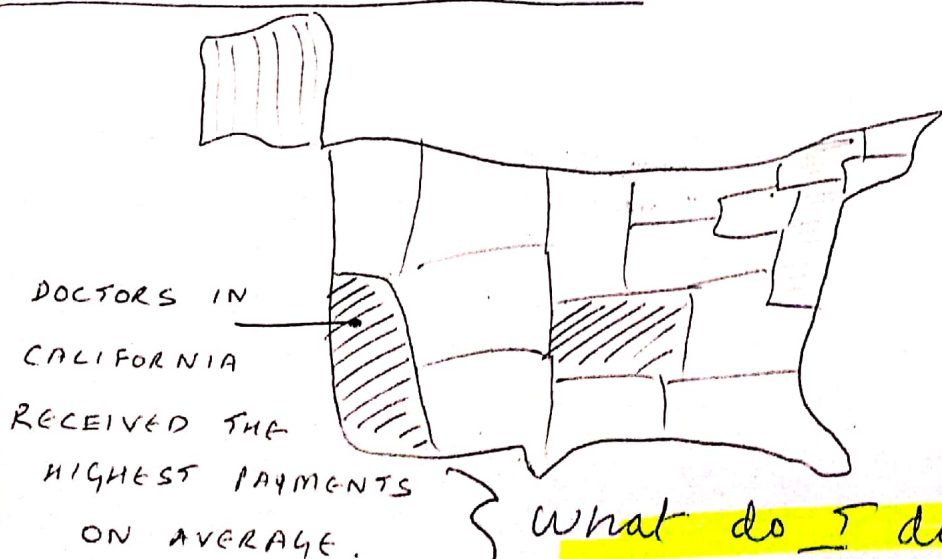


20 DOCTORS GOT MORE THAN \$20M IN PAYMENTS

TOTAL PAYMENTS ON PHYSICIAN IN 2017

MEAN PAYMENT PER STATE

NATIONAL MEAN: \$3307.06



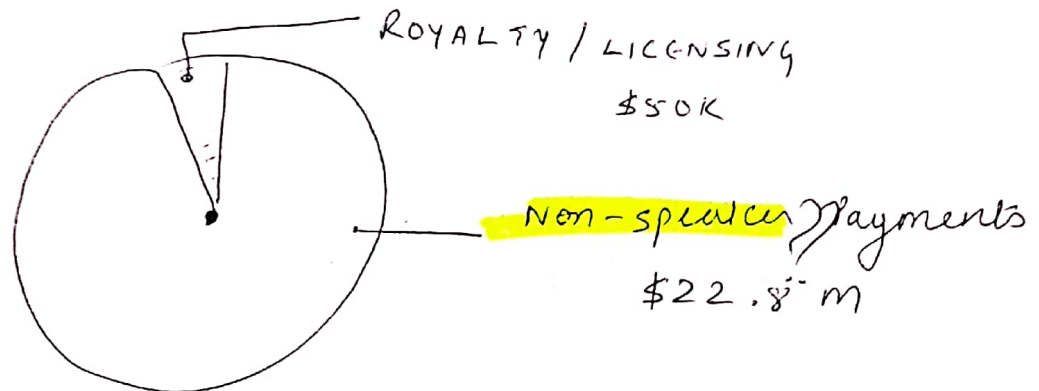
Why is the distribution like this?

What do I do with this information?

PAYMENTS ON A DOCTOR : DR. CHARLES GOODIS

(ALBUQUERQUE, NEW MEXICO)

TOTAL PAYMENTS RECEIVED: \$22.9M



(i) [^] SEARCH FOR PAYMENTS ON YOUR DOCTOR : HERE

FOR INFORMATION ON THE DATASET : HERE

References :

1. - - -
2. - - -
3. - - -

"can understand what
is being represented,
but not how it is
useful to me."

Informed?

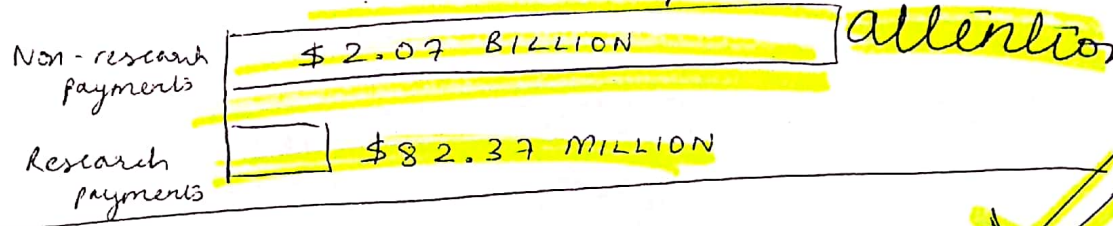
HOW MUCH DO PHARMACEUTICAL COMPANIES SPEND ON YOUR DOCTORS?



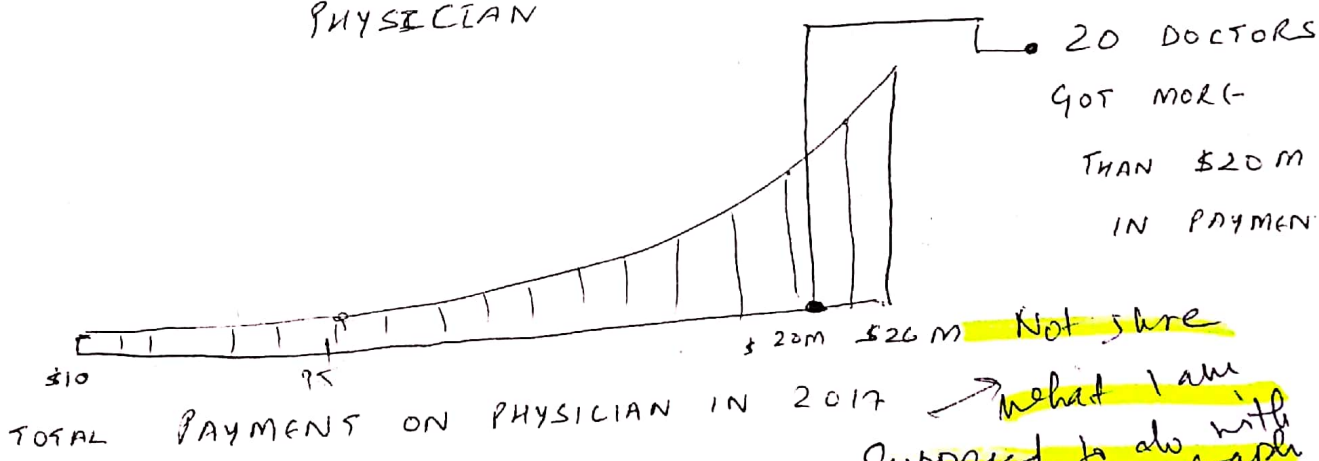
In 2017, COMPANIES SPENT

\$ 2.84 BILLION on doctors.

OUT OF THESE:

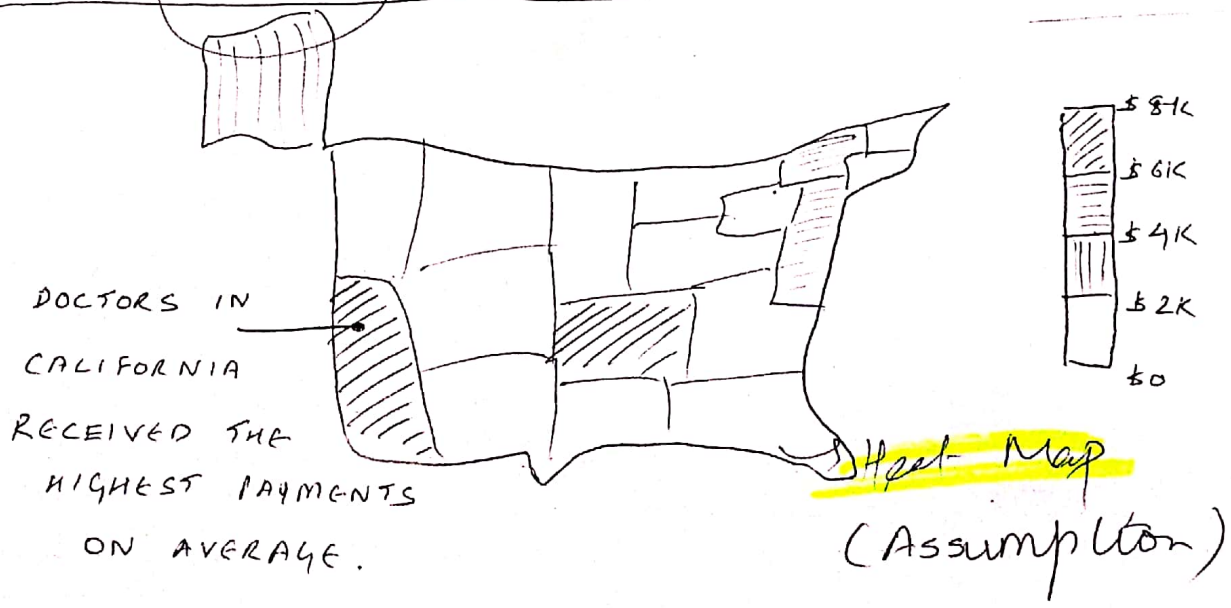


THESE PAYMENTS RANGED FROM \$10 - \$26M per PHYSICIAN



SPENDING
MEAN PAYMENT PER STATE

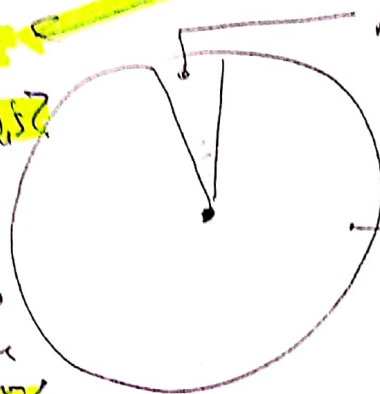
NATIONAL MEAN: \$3307.06



PAYMENTS ON A DOCTOR: DR. CHARLES GOODIS
SPENDING (ALBUQUERQUE, NEW MEXICO)

TOTAL PAYMENTS RECEIVED: \$22.9M

Is it by Goodis?



ROYALTY / LICENSING
\$50K

Non-speaker payments
\$22.8 m

Who is this?
Why is he important?

Who did this person receive payments from?

SEARCH FOR PAYMENTS ON YOUR DOCTOR: HERE

FOR INFORMATION ON THE DATASET: HERE

References:

1. - - - - -
2. - - - - -
3. - - - - -

Questions?

3) Are such payments the norm?

4) Can I see options for other doctors?

1) How do know if this

information is authentic?

2) Sunshine Act / HC landscape is helpful context (2) Can there be a second page for this

HOW MUCH DO PHARMACEUTICAL COMPANIES SPEND ON YOUR DOCTORS?

In 2017, COMPANIES SPENT (Country)

\$ 2.84 BILLION on doctors.

OUT OF THESE:

Non-research payments

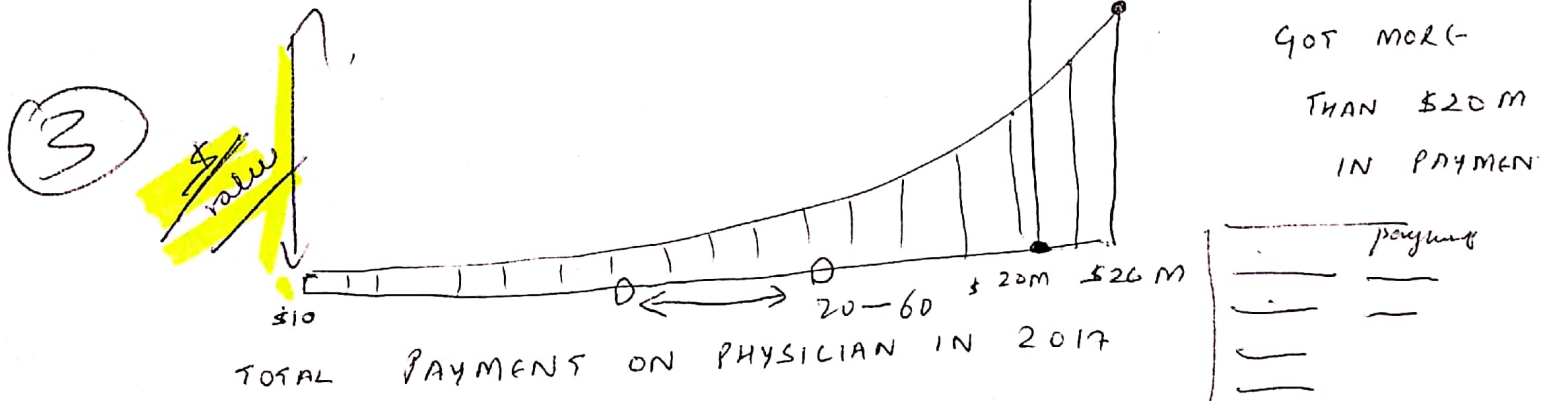
\$ 2.07 BILLION

Research payments

\$ 82.37 MILLION

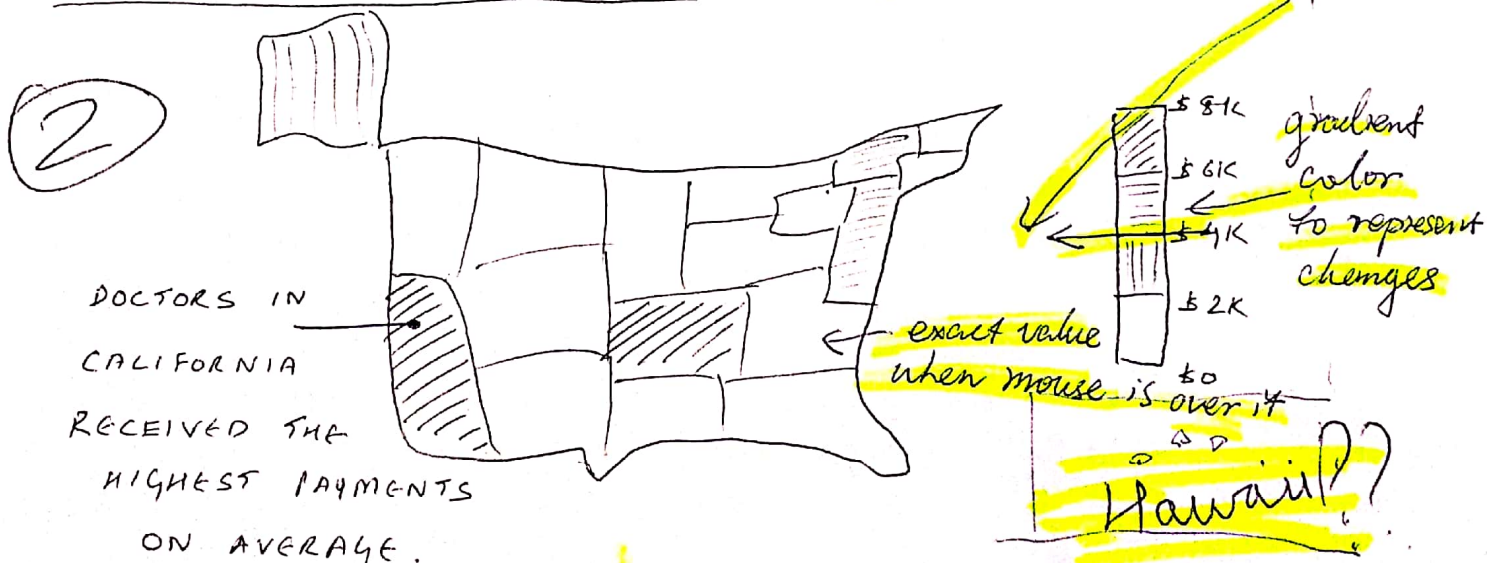
Scale differs.

THESE PAYMENTS RANGED FROM \$10 - \$26M per PHYSICIAN



MEAN PAYMENT PER STATE

NATIONAL MEAN: \$3307.06

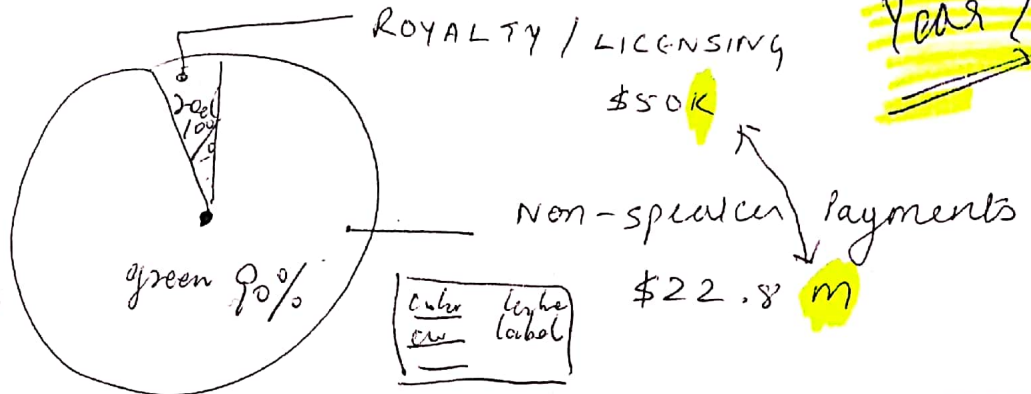


PAYMENTS ON A DOCTOR : DR. CHARLES GOODIS

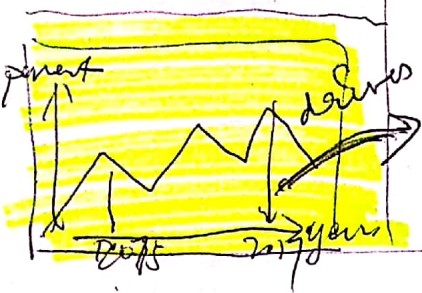
4

(ALBUQUERQUE, NEW MEXICO)

PAYMENTS RECEIVED: \$22.9M



Year?



SEARCH FOR PAYMENTS ON YOUR DOCTOR : [HERE](#)

"Give something that the users can use"

Include it here for consistency

FOR INFORMATION ON THE DATASET : [HERE](#)

References :

1. - - -
2. - - -
3. - - -

But technical difficulty

1st iter: Use link

2nd iter. Implement it for UX ease

HOW MUCH DO PHARMACEUTICAL COMPANIES SPEND
ON YOUR DOCTORS? TRYING to create
alarms: good

ALARMS ME

In 2017, COMPANIES SPENT

\$ 2.84 BILLION on doctors

OUT OF THESE:

why does
my
doctor
get?



What does it
include?
GOOD or BAD

Non-research
payments

\$ 2.07 BILLION

Research
payments

\$ 82.37 MILLION

To these
amounts
matter?

Is there a
fair reason
for this?

THESE PAYMENTS RANGED FROM \$10 - \$26M per

PHYSICIAN



20 DOCTORS
GOT MORE
THAN \$20M
IN PAYMENTS

TOTAL PAYMENT ON PHYSICIAN IN 2017

MEAN PAYMENT PER STATE

per phy

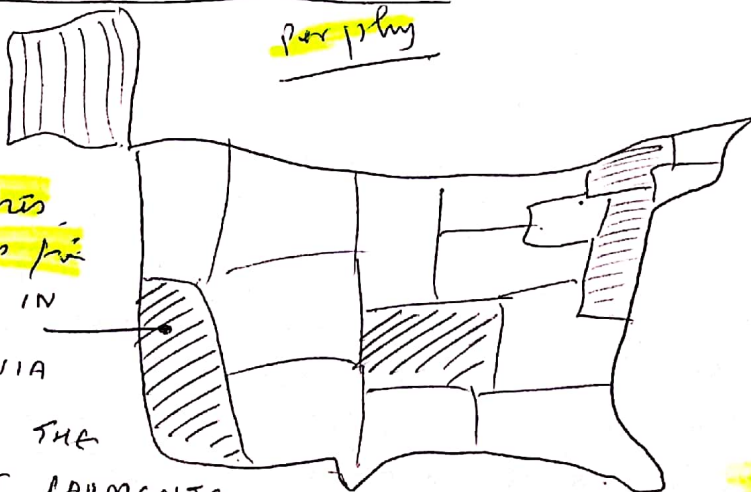
NATIONAL MEAN: \$3307.06

per phy



Can remove this
Other sequence is for
DOCTORS IN
CALIFORNIA
RECEIVED THE
HIGHEST PAYMENTS

ON AVERAGE. (Cost of Living?)

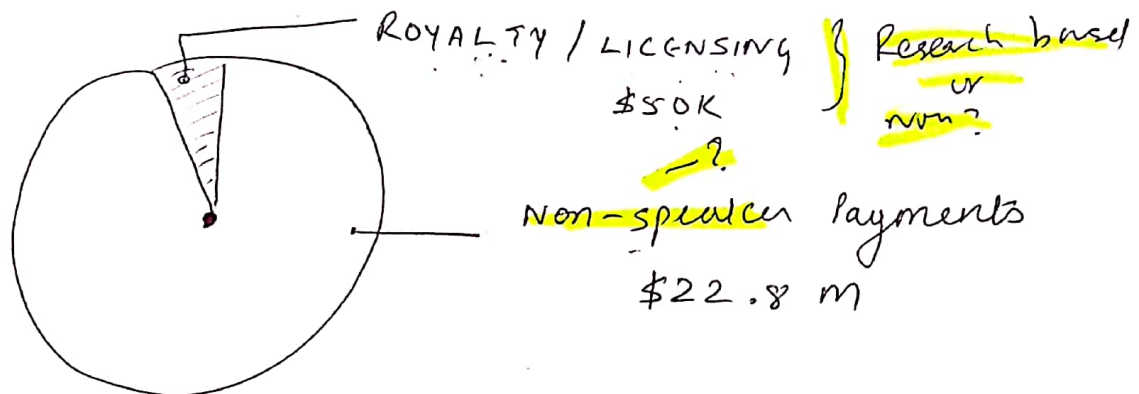


Doctor density?

PAYMENTS ON A DOCTOR: DR. CHARLES GOODIS

(ALBUQUERQUE, NEW MEXICO)

TOTAL PAYMENTS RECEIVED: \$22.9M



SEARCH FOR PAYMENTS ON YOUR DOCTOR HERE

FOR INFORMATION ON THE DATASET: HERE

References: 1. SOURCE . . .

2. - - - . . .

3. - - - . . .

So what? Should I be concerned?