Uncover insights into how electronic prescribing may influence brand performance.

Symphony Health Solutions offers the unique ability to measure the impact of prescriptions submitted electronically.

Full Visibility and Impact

Specifically designed to benchmark how electronic prescribing influences brand performance versus traditional forms of submission (fax, phone, and written), Electronic Prescribing Impact can be used to address business questions such as:

- How is the prescription journey affected by electronic prescribing?
- Are patient adherence rates impacted by electronic prescribing?
- What types of physicians submit prescriptions electronically?

Integrating managed care claims from over (24,100) unique retail and specialty pharmacies, Dynamic Claims reveals plan formulary co-payment tiers by stratifying the Electronic prescribing has more than doubled over the last couple of years driven in part by government incentives to utilize electronic prescribing.

The Medicare Prescription Drug, Improvement, and Modernization Act of 2003 (MMA) requires that prescriptions and certain other information for covered Part D drugs be transmitted electronically

As e-prescribing becomes fully adopted, biopharmaceutical companies need to understand the extent to which e-prescribing impacts the drivers of patient care, and when and how to adjust marketing tactics based on e-prescribing influence.
Electronic Prescribing Impact on Prescription Journey

Measure whether the payer influence is strengthened or weakened by electronic prescribing. Your business questions answered:

- When a prescription is transmitted electronically, is it more or less likely to be denied by payers than other routes of transmission?
- Is my product more or less likely to be substituted with a preferred, less expensive brand or generic following an electronic transfer?
- Are e-prescribers selecting my brand more or less often due to electronic prescription formulary/substitution/and medication cost guidance?
- How should targeting or messaging be altered to combat any negative influences or leverage favorable influences?

Electronic Prescribing Impact on Patient Adherence

Measure how electronic prescribing impacts patients abandoning, starting or staying on a medication. Your business questions answered:

- For prescribers that predominantly submit prescriptions electronically, are their patients generally more adherent than for other prescribers?
- Which patient segments are more or less likely to be affected by how the prescription gets to the pharmacy?
- How will the trend in e-prescribing affect overall patient adherence and brand share?
- How does e-prescribing influence abandonment rates and volumes of prescriptions?

Electronic Prescribing Impact on Practitioner Segmentation

Understand how to influence desired prescribing by a physician’s propensity to e-prescribe. Your business questions answered:

- What proportion and how many of my target prescribers are true e-prescribers? Which prefer paper or other mechanisms?
- How do I message prescribers differently based upon their e-prescribing index?
- Do my target prescribers use electronic mechanisms more or less in my category and does this impact the outcome for my brand?

Electronic Prescribing Impact measurements can be added to existing custom studies such as copay offset program analyses, source of business and persistency studies. Learn more from your Symphony Health Solutions representative.

For more information

Contact Symphony Health Solutions at (215) 444-8700 or visit our website at www.symphonyhealth.com.

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