Questions related to understanding and influencing therapy decisions are increasingly complex as multiple stakeholders play a role in therapy choices

- How are prescriptions, provider interactions, and payment policies impacting the patient journey?
- How do the patient mix, promotional activities, and payer coverage influence prescriber decisions?
- How much do benefit designs, contracting, and cost structures allow payers to control therapy decisions?
- How do affiliations such as GPOs, IDNs, and group practices affect individual prescribers?

Prescriber + Payer + Patient = Rx/Therapy

- Promotion
- Payer Affiliations
- Organizational Policy
- Guidelines
- Patient Requests

- Contracting
- Formulary
- Degree of Control
- Cost and Copays
- Quality Programs

- Comorbidities
- Plan Coverage
- DTC Exposure
- Cost Sensitivity
- Compliance
IDV® is the first single, comprehensive source providing insight to all of the factors that drive pharmaceutical brand success.

Data aligned to a specific perspective supports analysis on multiple dimensions.
IDV® supports development of increasingly sophisticated insight-driven strategies and programs

- Targeting based on overall prescribing volume
- Incentives set based on market growth across all targeted prescribers
- Consistent prescriber messaging based on current writing patterns
- Contracting strategies driven by national prescription volume

- Targeting based on prescribing volume within a specific set of diagnoses/indications
- Incentives set based on specific managed care landscape and anticipated access changes
- Prescriber messaging tailored to specific patient and payer mix
- Contracting strategies driven by local dynamic market and prescriber trends
**IDV® (Integrated Dataverse)** brings together a comprehensive set of patient-centered healthcare treatment data

<table>
<thead>
<tr>
<th>Category</th>
<th>Data Sources</th>
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</table>
| Prescription Events   | • Prescription events from adjudication switches, payers, pharmacies, and other data collectors  
                          • Practitioner, product, patient, and payer details                                                                                     |
| Medical Events        | • Events from ambulatory care and outpatient settings  
                          • Practitioner, procedure, diagnosis, patient, and payer information                                                                      |
| Hospital Events       | • In-patient lines of service  
                          • Practitioner, procedure, diagnosis, patient, and payer information                                                                      |
| Invoices              | • Invoice data from non-retail outlets such as hospitals and clinics  
                          • Wholesale shipment information, account details, quantities, and costs                                                                     |
| Demographics & Affiliations | • Map of how healthcare systems, including practitioners, interact  
                              • Address, specialty, and licensure details of healthcare practitioners and sites of care                                                     |
Rx Claims are augmented with additional Rx volume and new methodologies resulting in a larger sample and increased subnational accuracy.

- Comprehensive Rx and Medical Claims
- Integrated with Point-Of-Sale Rxs
- Reversed and Rejected Rxs are removed
- More complete and robust un-projected sample
- Projection Applied
- IDV™ provides the most accurate view of dispensed prescriptions
With broad sample coverage across the industry, IDV® is the most complete set of healthcare event data.

- 92% of Rx dispensed in U.S. & territories
- 274 million active patients
- 1.8 million prescribers tracked in IDV
- 13.1 million employer groups tracked in IDV
- 903,500+ data sources in IDV
- 12+ years of historical data

*Coverage statistics as of May 2015*
Through inclusion and integration across data sources, IDV® provides exclusive insights

<table>
<thead>
<tr>
<th>Feature</th>
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<tbody>
<tr>
<td>Rx by Diagnosis, SOB, Payer; Unfilled Rx</td>
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<tr>
<td>Managed market access (approval, rejection, reversal)</td>
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<tr>
<td>Payer Uptake/Pull Through</td>
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<td>Primary &amp; Final Payer</td>
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<td>Patient OOP Expense and Price Sensitivity</td>
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<td>Comorbidity</td>
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<td>Compliance &amp; Persistence</td>
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<td>Patient Counts by Therapy</td>
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<td>eRx Influence</td>
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Products Powered by IDV®
IDV® supports robust, flexible, and customizable data products that work together.
PrescriberSource™

What is it?
• Prescriber-level prescription data
• Additional elements available through PatientFocus and PayerFocus

How is it used?
• Prescriber targeting
• Incentive compensation
• Account planning

How is it delivered?
• Market Profiler
• Insight Prescriber
• Datasets/Warehouses
• Executive Summaries
• Consulting

PatientSource™

What is it?
• Patient-level longitudinal view of healthcare events including prescription, diagnosis, and procedure activity
• Additional details available through Registry data

How is it used?
• Source of business
• Compliance and persistency
• Patient Journey

How is it delivered?
• Decision Flow
• Patient Transactional Datasets (PTD)
• Executive Summaries
• Consulting

PayerSource™

What is it?
• Full adjudication lifecycle of prescriptions
• Highly detailed payer and payment information

How is it used?
• Managed care contracting
• Evaluate benefit designs
• Observe out of pocket costs

How is it delivered?
• Access Investigator
• Dynamic Claims Lifecycle
• Executive Summaries
• Consulting
Powered by IDV® products fuel insights that support business success

**NonRetailSource™**
- **What is it?**
  - Sales into institutional accounts such as hospitals and clinics
- **How is it used?**
  - Management of non-retail products
  - Total market view
- **How is it delivered?**
  - Datasets/Warehouses
  - Consulting

**CustomerSource™**
- **What is it?**
  - Demographic details and health system affiliations
- **How is it used?**
  - Detailing/sampling planning
  - Supports call planning and alignment
  - Links prescription and invoice data
- **How is it delivered?**
  - LinkMaster
  - ePVS/PVS
  - Datasets
  - Consulting

**PHAST™**
- **What is it?**
  - Suite of national level prescription data inclusive of all markets
- **How is it used?**
  - Market sizing
  - Performance tracking
  - Strategic planning
  - Business development evaluation
- **How is it delivered?**
  - PHAST Prescription
  - PHAST NonRetail
  - PHAST Integrated
  - PHAST Patient
  - PHAST Payer