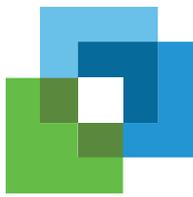




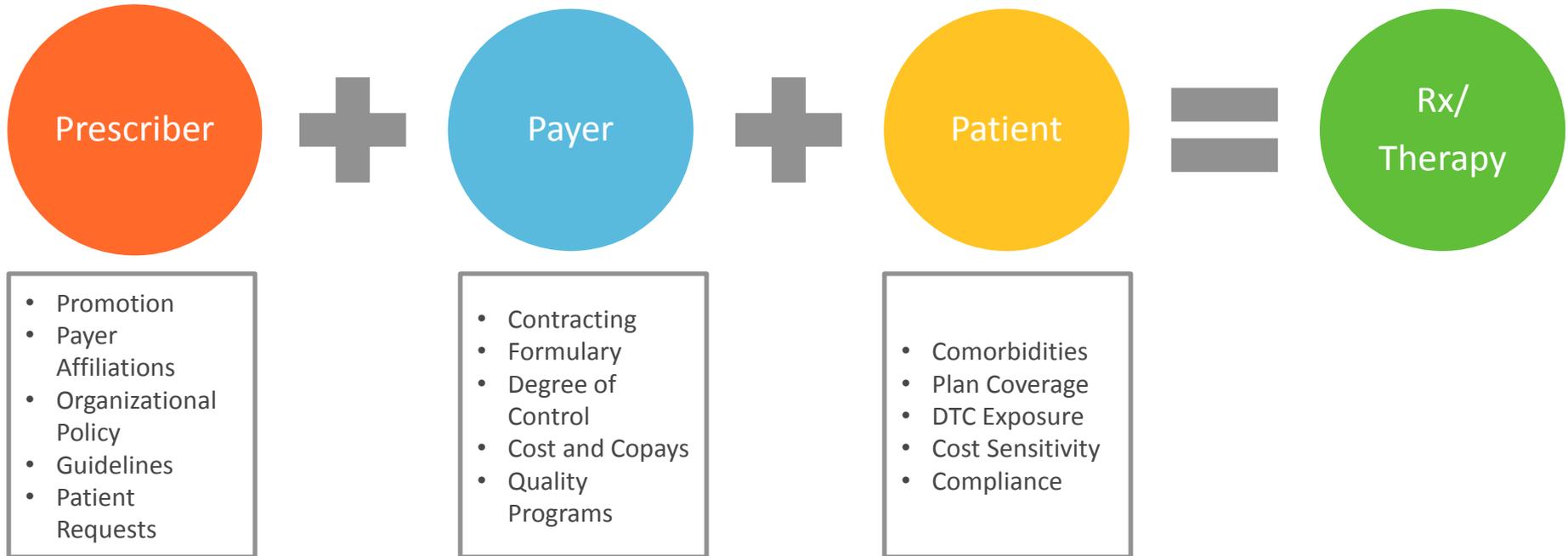
# IDV<sup>®</sup> (Integrated DataVerse)

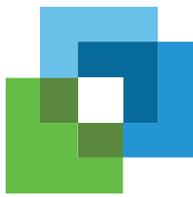
2015

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

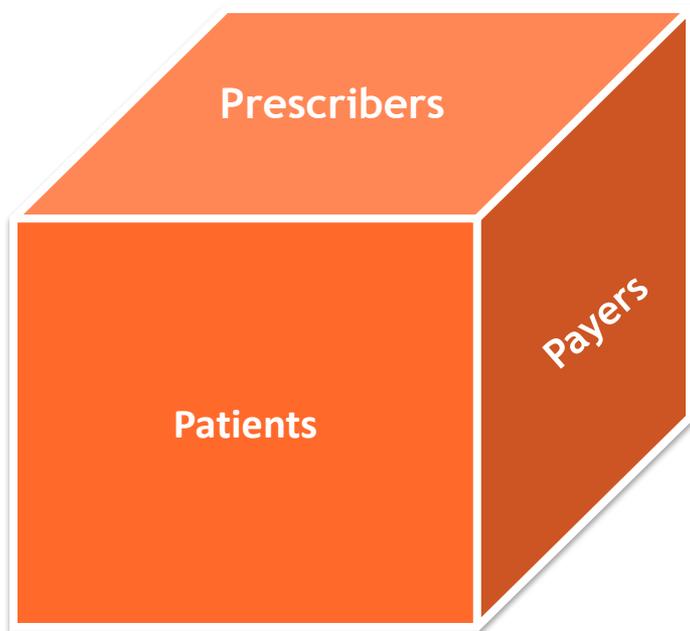


- How are prescriptions, provider interactions, and payment policies impacting the patient journey?
- How do the patient mix, promotional activities, and payer coverage influence prescriber decisions?
- How much do benefit designs, contracting, and cost structures allow payers to control therapy decisions?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

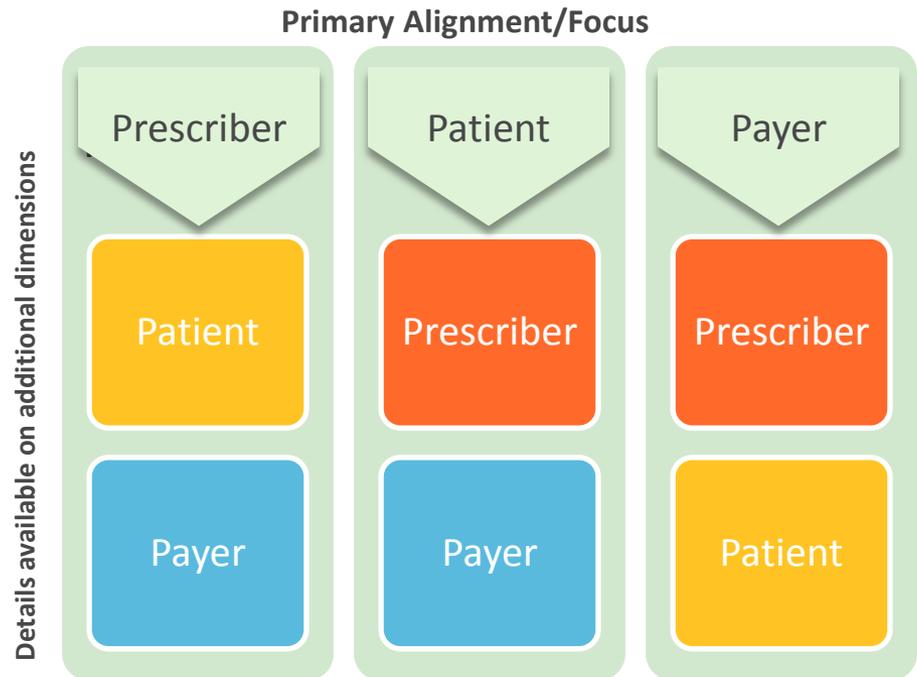




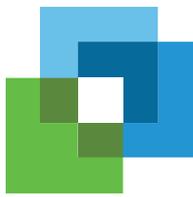
IDV<sup>®</sup> is the first single, comprehensive source providing insight to all of the factors that drive pharmaceutical brand success



### 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



Targeting based on prescribing volume within a specific set of diagnoses/indications

Incentives set based on market growth across all targeted prescribers



Incentives set based on specific managed care landscape and anticipated access changes

Consistent prescriber messaging based on current writing patterns



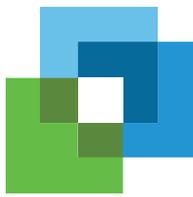
Prescriber messaging tailored to specific patient and payer mix

Contracting strategies driven by national prescription volume



Contracting strategies driven by local dynamic market and prescriber trends

# IDV® (Integrated Dataverse) brings together a comprehensive set of patient-centered healthcare treatment data



## 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

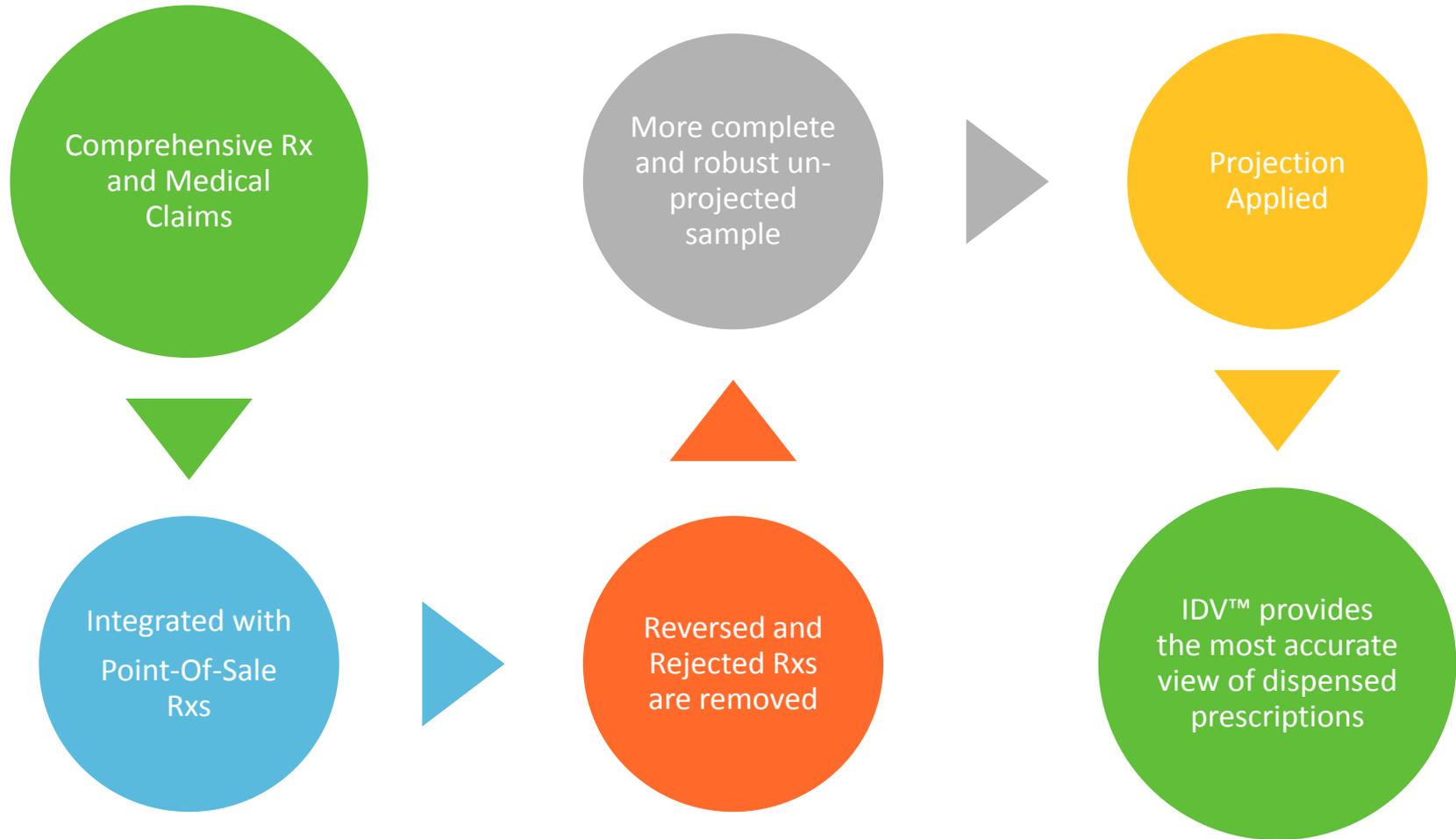
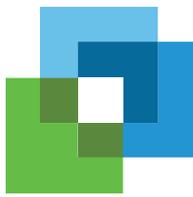
## Invoices

- Invoice data from non-retail outlets such as hospitals and clinics
- Wholesale shipment information, account details, quantities, and costs

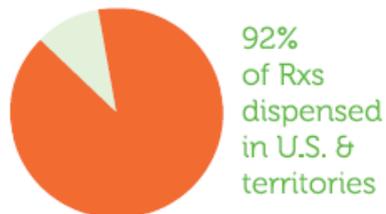
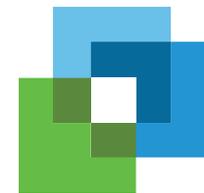
## Demographics & Affiliations

- 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



# With broad sample coverage across the industry, IDV® is the most complete set of healthcare event data



**274 million**   
**ACTIVE PATIENTS**



**1.8 million prescribers**  
tracked in IDV



**13.1 million**  
number of employer groups tracked in IDV



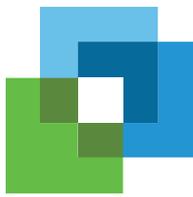
**Average years of patient existence in IDV**

**903,500+**  
DATA SOURCES IN IDV

**12 plus years** OF HISTORICAL DATA



# Through inclusion and integration across data sources, IDV<sup>®</sup> provides exclusive insights



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Rx by Diagnosis, SOB, Payer; Unfilled Rx

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Managed market access (approval, rejection, reversal)

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Payer Uptake/Pull Through

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Primary & Final Payer

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Patient OOP Expense and Price Sensitivity

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Comorbidity

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Compliance & Persistence

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Patient Counts by Therapy

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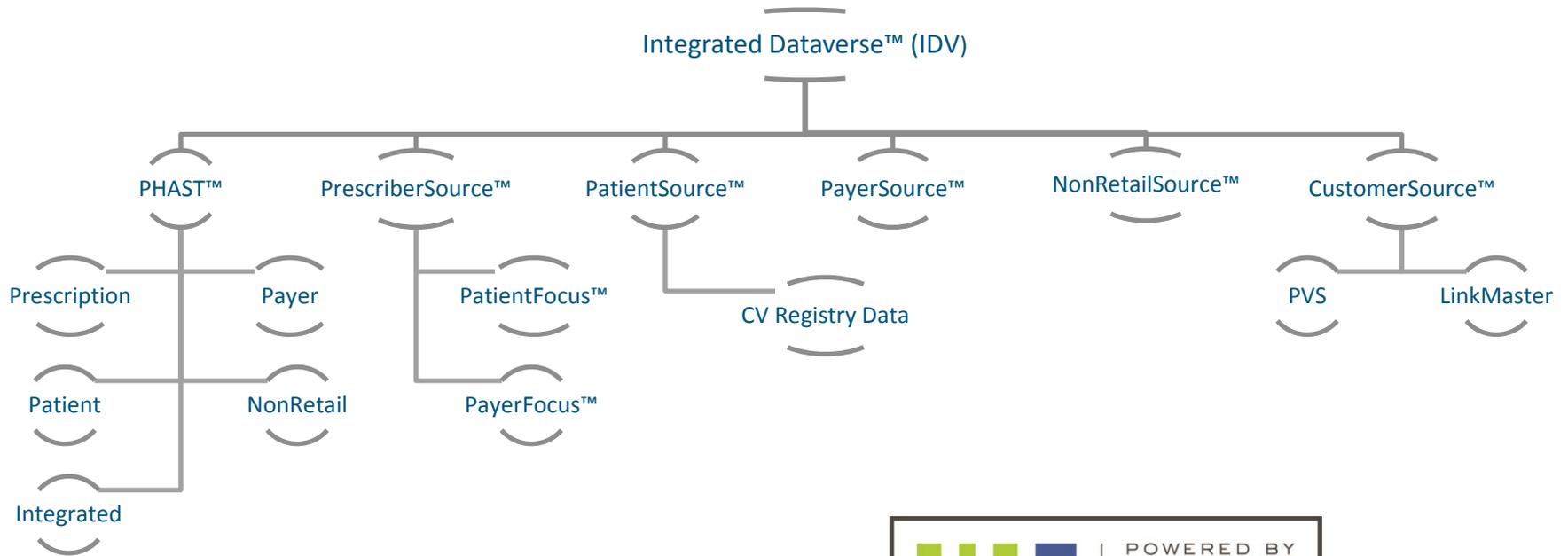
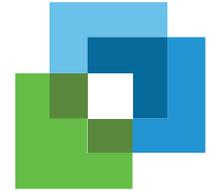
eRx Influence

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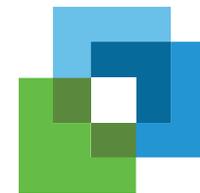


# Products Powered by IDV®

# IDV<sup>®</sup> supports robust, flexible, and customizable data products that work together



# Powered by IDV<sup>®</sup> products fuel insights that support business success



## PrescriberSource<sup>™</sup>

### 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<sup>™</sup>

### 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<sup>™</sup>

### 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<sup>®</sup> products fuel insights that support business success

