

Applications of IDV[®] For Marketing

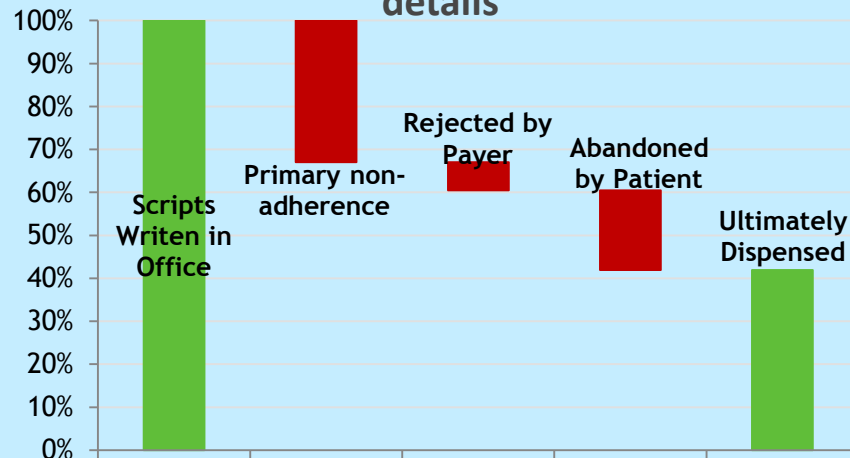
Client Example: Impact of Claim Adjudication on Rx Volume



Client Situation: Need to understand the full claim lifecycle, from In-office physician behavior to final filled patient prescription

- Understand the initial impact of formulary restrictions and how often they are overcome
- Identify prescribers that are most willing to help patients overcome restrictions

IDV® includes complete claim adjudication details integrated with patient and prescriber details



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PayerSource™ and PrescriberSource™ + PayerFocus™ provide details on payer influence on Rx fulfillment.

Client Benefits

- Understand how often patients are given an Rx one brand but are ultimately receiving another brand at the pharmacy
- Visibility to Primary/Secondary Payers and Final Patient Rx
- Identify contracting opportunities by analyzing price sensitivity for each patient population
- Understand how competitors are driving share with both couponing and contracting

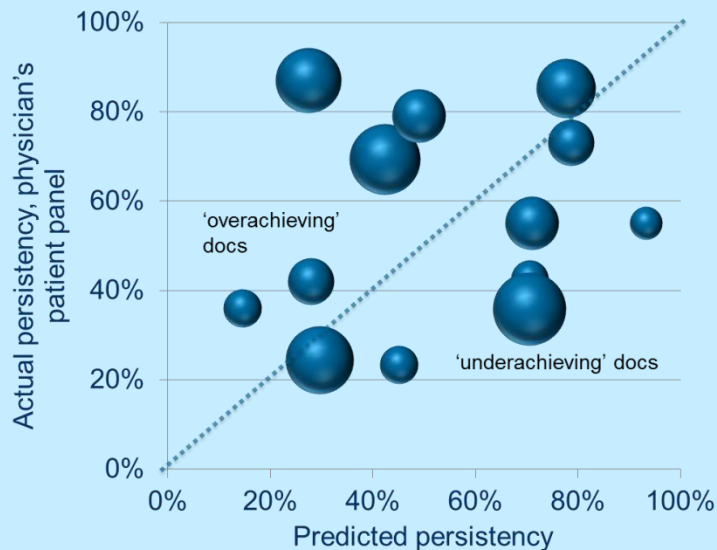
Client Example: Patient Adherence Analysis



Client Situation: Need to quantify the impact of patient adherence and drivers to improve lifetime value of treatment

- Adherence analysis based on integrated patient-level data enhances brand performance.
- Integration of patient and prescriber data allows for targeting and segmentation based on patient behaviors.

IDV® allows for comprehensive analysis of patient dynamics and impact on adherence



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PatientSource™ supports in-depth adherence analysis.

Client Benefits

- Segment physicians based on patient adherence
- Understand adherence differences based on specific points in the patient journey
- Uncover payer-specific impact on patient compliance and sensitivity to out of pocket costs