

Brand Vantage™



Uncover the patient journey with cloud-based insights.

The treatment journey can have many twists and turns

In the current healthcare system, patients receive care from multiple practitioners, at multiple sites of care, with the potential for multiple changes in therapy within treatment for a single diagnosis.

Brand Vantage™ offers a comprehensive analysis suite providing insight into patient behavior by following patients over time and examining various behaviors of interest such as adherence, compliance, switching, regimen treatments, line of therapy, titration, and dosing. Patterns of therapy are better understood through this extensive, multi-dimensional analysis of a patient's treatment journey.

Brand Vantage™ applications: timely insights to drive results

With a collection of apps supporting deep understanding of patient dynamics, Brand Vantage™ offers high value insights previously available only through custom market research and consulting engagements. With robust functionality to help harness the power of best-in-class longitudinal patient data from Symphony Health, Brand Vantage™ provides a clear picture of how your products are being used by patients in the real world.

Brand Vantage™ application highlights

Designed for Brand and Commercial Insight teams, Brand Vantage™ apps support:

- Identify leverage points in patient journey from diagnosis through treatment
- Help identify opportunities to move your product into the first line
- Longitudinal patient linking process provides a more complete view of treatment history
- Broadest and deepest coverage linked to patients, with representative geographic coverage

Brand Vantage™

VANTAGE™ APPLICATIONS: UNLOCKING THE POTENTIAL OF BIG DATA THROUGH SMART CLOUD-ENABLED TOOLS

As a key part of the Symphony HealthCloud™, innovative Vantage™ applications support deep analysis of the most complete and integrated pharmaceutical data sources in the industry to drive

sophisticated strategic programs that put the right resources in front of the right people at the right time to drive measurable changes in performance. All Vantage™ applications are available 24x7 and all that is necessary to tap into these powerful solutions is a standard web browser.

BUSINESS ORIENTED

Software solutions focused on key business questions that enable data exploration, knowledge discovery, and key metric analysis

INTUITIVE BY DESIGN

Vantage™ applications are designed to be intuitive, simple to use, and flexible

UNIQUE INSIGHTS

Applications provide unique market insights enabling rapid, better informed decision making

POWERED BY IDV®

Leveraging Symphony Health's industry-leading Integrated Dataverse (IDV)® all Vantage™ applications are driven by the most robust data available

SPEEDS TIME TO INSIGHT

Powerful solutions that produce business driving insights lightning-fast

MOBILE READY

Easily accessible using only a web-browser from any device—desktop, laptop, or tablet

Vantage™ applications are part of the Symphony HealthCloud™

Symphony HealthCloud™ enables an unprecedented degree of access and an open model to minimize the need to manage huge volumes of data within the client enterprise. The platform provides a state of the art cloud-based infrastructure that is scalable, flexible, and offers virtually unlimited capacity.

Symphony's HealthCloud™ also supports computing resources, application logic, development and deployment environments, and the bandwidth to power data exploration and knowledge discovery.

Powered by IDV®

Symphony Health's Integrated Dataverse (IDV)® provides the most comprehensive and interconnected source of healthcare data in the industry. Bringing together near-census point-of-sale prescription data with extensive prescription, medical, and hospital claims, the IDV® is at the heart of the Symphony HealthCloud™ and all of the Vantage™ applications. Our exclusive SynomaID™ process provides comprehensive, accurate, HIPAA-compliant linkages across sources of patient-data. This results in the most robust anonymized longitudinal patient data available in the market.

IDV® offers one consistent data platform across product, payer, and patient dimensions with specific views and tools to answer key questions and facilitate critical commercial processes within sales, marketing, and managed markets insights.



For more information, contact Symphony Health at 215 444 8700 or visit our website at www.symphonyhealth.com

