

Managed Markets Vantage™



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Payer impact analysis in the cloud

The healthcare landscape is continuously evolving, with payers and patients playing larger and more varied roles in decision making than ever before.

Defined contribution plans, new access control mechanisms, and changes in benefit design are transferring more financial risk from payers to patients and providers. Understanding how managed markets dynamics influence treatment decisions is increasingly critical to business success.

To compete in the modern healthcare environment, biopharmaceutical companies must have a deep understanding of how payer dynamics impact their brands and payer influence must be explicitly considered in the development of strategic initiatives.

Managed Markets Vantage™ application highlights

PAYER LANDSCAPE

- Visibility to payer access controls
- Brand substitution and patient abandonment
- Identify opportunities and improve brand performance

PAYER SEGMENTATION

- Detailed payer control information and impact on access
- Rebate dollar allocation
- Co-pay card strategy
- Assess changes in formulary position

MEDICARE PART D ANALYSIS

- Drills into payer mix to provide insight on all types of Medicare patients
- Patients tracked over time to look at benefit phasing
- Understanding of the coverage gap/donut hole

ACCOUNT MANAGEMENT

- Provides critical information to account executives in the field supporting pull-through
- Account level information on performance, claim rejections and reversals, and patient out-of-pocket and copays

CONTRACT PERFORMANCE AND ROI

- Monitors and evaluates contract performance comparing contract performance with predicted outcomes
- Evaluates impact of access scenarios and strategies brand performance

PATIENT ASSISTANCE PROGRAM ROI

- Monitors and evaluates performance of co-pay card programs
- Primary/final payer analysis
- Maximizes program ROI and optimizes allocation

Managed Markets Vantage™

MANAGED MARKETS VANTAGE™ APPLICATIONS: DEEP INSIGHTS TO DRIVE PAYER INTERACTIONS AND MARKET ACCESS

With components providing insights to assess the impact and profitability of payer initiatives, Managed Markets Vantage™ offers high-value analysis with just a few clicks. As part of the Symphony HealthCloud™, all Vantage™ applications are available 24x7 and all that is necessary to tap into these powerful solutions is a standard web browser.

Managed Markets Vantage™ provides robust functionality that goes far beyond basic report generation for impactful, business optimizing insights with no implementation hurdles.

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. 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

