Putting healthcare data to work for you.

**KEY IDV® (INTEGRATED DATaverse) STATISTICS**

- **280 million** active patients
- **4.25 years** of historical data
- **903,500+** facilities
- **1.8 million** prescribers tracked in IDV®
- **10,000+** number of files tracked in IDV®

**DATA ACQUISITION**

The patient journey contains many inter-related steps, adding up to a whole health picture.

**INTEGRATED DATaverse**

Our proprietary data platform 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 the foundation for all Source® data products.

**DATA ANALYSIS & INSIGHT**

**WAYS TO USE IDV® DATA**

At the end of the day, it’s the benefit that ultimately matters.

1. **Know** how prescriptions, provider interactions and payment policies impact the patient journey.
2. **Know** how patient mix, promotional activity and payer coverage influence prescriber decisions.
3. **Know** how non-retail volume and share impact your competitive position.
4. **Know** how benefit designs, contracting, and cost structures impact patient access and therapy decisions.
5. **Know** how affiliations such as GPOs, IDNs and group practices impact individual prescriber behavior.

1. **Target** based on prescribing volume within a specific set of diagnoses or indications.
2. **Set** incentives based on specific managed care landscape issues and anticipated access changes.
3. **Tailor** prescriber messages based on specific patient population and payer mix.
4. **Drive** managed care contracting strategies based on local market dynamics and prescriber trends.
5. **ACT** on insights to influence specialty or generic usage through feedback loops.