Applications of IDV®
For Managed Markets
Client Example: Prioritize Pull-Through Efforts

Client Situation: Need to target physicians who are not taking advantage of changes in payer coverage so that they can be prioritized for awareness programs.

• Pull through analysis based on detailed practice dynamics
• More robust prescriber level detail support incentive compensation and targeting based on payer performance.

IDV® allows for sophisticated analysis of contract potential

Powered by IDV®

PrescriberSource™ + PayerFocus™ supports targeting and compensation based on pull-through impact.

Client Benefits

• Traditional pull-through metrics have focused on high prescribers and formulary wins.
• IDV® allows for more detailed analysis of potential based on patient mix, payer influence, and prescriber patterns.
Client Example: Co-Pay Card Strategy

Client Situation: Quantify impact of co-pay card programs by understanding increase in filled prescriptions, reductions in brand switching, and impact on patient adherence

- Sales impact of multi-dimensional impact on prescription volume
- Patient behaviors can be analyzed based on out-of-pocket cost

IDV® allows in depth analysis of co-pay card strategies

- Transactional level insight into patient’s Primary Plan Pay shows initial co-pay amount and Secondary Plan Pay provides insights into how much the brand is subsidizing the Rx
- Understand the true cost of a prescription and the implications of double rebating (contract and co pay card)

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PatientSource™ supports analysis of abandoned prescriptions based on co-pay level.

Client Benefits

- Transactional level insight into patient’s Primary Plan Pay shows initial co-pay amount and Secondary Plan Pay provides insights into how much the brand is subsidizing the Rx
- Understand the true cost of a prescription and the implications of double rebating (contract and co pay card)
Client Example: Contracting Strategy

Client Situation: Need to understand the potential share impact of contracting with specific payers in order to determine the appropriate rebates/discounts to drive positive ROI

- Reduction in rejections at the pharmacy
- Impact of copay tiers on patient reversals
- Level of control and anticipated share impact of specific formulary placement

IDV® supports contracting based on deep understanding of payer control

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PayerSource™ supports deep insights into benefit structure and contracting impact.

Client Benefits

- Understand Payers ability to control a class and the mechanisms utilized
- Understand payers that block vs. allow good access for launch products
- Differentiate payers that block brand products in the face of a generic or line item launch