

NonRetailSource[®]

Get fast, flexible and cost-effective measurement of the non-retail marketplace.

Accurate understanding of institutional distribution and wholesale activity

NonRetailSource[®] incorporates indirect and direct drug sales into institutions including private and government hospitals, clinics, home healthcare providers, HMO captive pharmacies, mail-order pharmacies, and prisons.

NonRetailSource[®] gives accurate answers to business questions about US institutional sales distribution of pharmaceutical products.

- Which classes of trade are driving the highest sales volumes in the market?
- How are infused products being distributed by sub-class of trade?
- What is the volume and WAC dollars of product flowing through wholesalers by geographic area?
- How is pipeline inventory changing over time?

Valuable intelligence

Visibility of the non-retail channel provides valuable intelligence that can be used to:



Enhance targeting capabilities



Increase launch uptake for new products



Achieve greater returns from your sales and marketing dollars

Demographics and affiliations

Accurate institutional demographics and affiliations through CustomerSource® integration

With additional validated demographics and affiliations from Symphony Health's industry-leading CustomerSource® database, NonRetailSource® can be used to support high-level account management. Through accurate identification of broad organisational linkages across multiple sites of care, CustomerSource® enables quantification of the full value of product sales influenced by corporate entities such as IDNs and ACOs.

Group practice identification example

Client situation

Increasing influence of integrated delivery networks (IDNs) and new practice models including accountable care organisations (ACOs) require specific, organisationally-aligned strategies and account management.

CustomerSource® solution

Allows linkage of prescription and invoice data enabling analysis of prescribing, buying, and utilisation patterns across the entire IDN/ACO organisation and all affiliated practitioners/facilities.

Practitioner	Facility	Affiliation	Network
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Client benefits

- Identifies broad organisational linkages across multiple sites of care, facilitating comprehensive identification of network influences
- Clear identification of IDNs/ACOs allows for fully-informed account management and contracting activities that take the entire value of the organisation into account
- Allows for comprehensive market sizing and opportunity identification at a total market level

NonRetailSource® is powered by IDV®

Accurate institutional demographics and affiliations through CustomerSource integration

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.

