



PatientSource[®]

Develop impactful patient-centric strategies supported by deep insight into the treatment experience.



Identify patient profiles and treatment patterns

Robust anonymised longitudinal patient data uncovers treatment patterns that can be used to refine and target messaging to prescribers. Concomitant conditions, brand switching, dose titration, and other specifics of treatment can be segmented to understand where physicians position your brand. This understanding of current product use at a patient-specific level, supports gap analysis and development of messaging to uncover clinical roadblocks and expand utilisation.

Patients are playing a more active role in decisions impacting their health. Clear insights into how these decisions impact their journey are key to building programs that successfully drive results.



Patient behaviours

Brands face an increasing need to understand how patients control their own treatment:

- How persistent are patients?
- How is persistency impacted by out of pocket cost?
- How do patients move through lines of therapy for their condition?
- What brands are gaining/losing patient switches?
- What is the lifetime value of a patient?
- How often does a patient fill a prescription despite being denied by the payer?
- How are patients utilising co-pay assistance programs?



Market dynamics

Patient-centric analysis also supports a deeper understanding of market factors that impact brands:

- How does brand share vary for newly treated as compared to continuing patients?
- Are co-pay assistance programs profitable?
- What are the competitive products for a newly approved indication?
- Is patient adherence impacted by in-office programs?
- How many total patients are there with a specific diagnosis? Is that number growing?
- What is the typical consumption of the brand over a year?

Exclusive access to patient-payer details

With exclusive access to the most detailed prescription claims data in the industry, HIPAA-compliant PatientSource® allows for a depth of understanding of managed care impact on patient decisions that is not available anywhere else. With clear understanding of factors driving patients, brands are able to formulate patient strategies to reduce Rx abandonment and improve treatment compliance.

Robust tools support deep understanding

With unprecedented granularity and detail, making the most of PatientSource® requires a sophisticated analysis toolkit. Symphony Health offers a suite of tools that make finding the answers almost as simple as asking the questions.

Vantage™ cloud-based applications

Symphony Health's exclusive Vantage™ cloud-based applications facilitate real-time access to IDV® integrated data through tools that support sophisticated analysis and proactive, data-driven strategies across functional areas.

Managed Markets Vantage™ harnesses the power of PatientSource® to support analysis across the patient journey and provide deep insights into how patients use products in the market.

Accurate prescriber demographics through CustomerSource® integration

PatientSource® includes validated demographics from Symphony Health's industry-leading CustomerSource® database. Name, multiple ranked addresses, specialty, and extensive contact information are included for each prescriber and can be used to support accurate alignment and incentive compensation programs based on identification of prescribers who truly practice within a specific geography. Mailing lists to support a variety of prescriber initiatives can also be developed, based on prescriber behaviour and demographics.

PatientSource® is 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.

