

## PayerSource<sup>®</sup>

Support cutting-edge strategies that influence physician behavior with best-in-class prescriber-focused data.

### Unique insights

With exclusive access to the most detailed prescription claims data in the industry, PayerSource<sup>®</sup> allows for a depth of understanding of managed care impact that is not available anywhere else. Armed with a clear view of plan dynamics, managed markets teams are able to formulate patient strategies to reduce Rx abandonment, develop contracting strategies that drive sales results, and maximise return on field based pull-through efforts.

### Challenges

Brands face an increasing need to understand how payers plan and design impact prescription utilisation:

- What level of control do payers have and can they move brand market share?
- What is the share impact of tier placement within specific formularies?
- How are payer benefit design controls affecting my brand's utilisation?
- How can we maximise the impact of investment in rebate programs?
- How often is my brand substituted for another product or vice versa?
- What is the impact of co-pay levels on patient reversal of filled prescriptions for my brand?

### Benefits

With full prescription adjudication information and comprehensive market coverage, PayerSource<sup>®</sup> supports analysis that answers these questions, and provides additional insights:



**Understand the influence of managed care on your brand's performance**



**Enhance pull-through programs by identifying plans with the highest potential impact**



**Uncover drug switching due to formulary restrictions or patient pricing sensitivities**



**Optimise rebate strategies**



**Identify plan formulary co-pay tiers and overall benefit design**



**Manage payer contracting and accurately assess ROI of contracts**

## Robust tools support deep understanding

With unprecedented granularity and detail, making the most of PayerSource® requires a sophisticated analysis toolkit. Symphony Health offers a suite of solutions 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 PayerSource® to support fully informed contracting decisions as well as in-depth analysis of payer dynamics.

### Managed markets Vantage™ application highlights

Payer landscape	<ul style="list-style-type: none"> <li>– Visibility to payer access controls</li> <li>– Brand substitution and patient abandonment</li> <li>– Identify opportunities and improve brand performance</li> </ul>
Account management	<ul style="list-style-type: none"> <li>– Provides critical information to account executives in the field supporting pull-through</li> <li>– Account level information on performance, claim rejections and reversals, and patient out-of-pocket and co-pays</li> </ul>
Payer segmentation	<ul style="list-style-type: none"> <li>– Detailed payer control information and impact on access</li> <li>– Rebate dollar allocation</li> <li>– Co-pay card strategy</li> <li>– Assess changes in formulary position</li> </ul>
Contract performance and ROI	<ul style="list-style-type: none"> <li>– Monitors and evaluates contract performance comparing contract performance with predicted outcomes</li> <li>– Evaluates impact of access scenarios and strategies brand performance</li> </ul>
Medicare Part D analysis	<ul style="list-style-type: none"> <li>– Drills into payer mix to provide insight on all types of Medicare patients</li> <li>– Patients tracked over time to look at benefit phasing</li> <li>– Understanding of the coverage gap/donut hole</li> </ul>
Patient assistance program ROI	<ul style="list-style-type: none"> <li>– Monitors and evaluates performance of co-pay card programs</li> <li>– Primary/final payer analysis</li> <li>– Maximises program ROI and optimises allocation</li> </ul>

## Accurate prescriber demographics through CustomerSource® integration

PrescriberSource® 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 behavior and demographics.

## PrescriberSource® 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.