IQVIA

Advanced Analytics Solution for the Longitudinal Access and Adjudication Data Set

Accelerate the path and ease of access to critical patient insights

Today's reality

Understanding how outside pressures influence brand performance is critical, but interactions between patients, pharmacies, payers, and manufacturers have become increasingly complex, impacting the manufacturer's ability to discern clear insight into margins.

TODAY, ANY OF FOLLOWING FACTORS MAY IMPACT A PRODUCTS GROSS-TO-NET OUTCOME INCLUDING:

- Contracts with payers for preferred formulary position

- e-Coupon programs

- Pre-authorization requirements for insurance

- Free trial offers and copay savings card programs

- Denied coverage for certain medication

As manufacturer rebates continue to increase, and new pricing legislation evolves, more roadblocks put pressure on the pharma manufacturer's ability to fully understand brand performance.

Even more challenging is that historically, the necessary product information has been sourced from disparate input streams with competing methodologies that lack consistency, making accurate insight into ROI nearly impossible.

Solution

IQVIA'S ANALYTICS, INSIGHTS, AND REPORTING (AIR)

The LAAD Analytics BI tool includes prebuilt dashboards with ad-hoc capabilities, enabling users with a complete 360° patient perspective and clear insight into complex business and product ROI scenarios.

Built by data experts from the ground up, LAAD is comprehensive patient longitudinal dataset that combines traditional patient data with lifecycle data to create one integrated dataset that provides a single source of the truth for all patient data needs.

The LAAD BI tool was designed to help simplify access to complex data and uncover the pressures brands face in understanding patient, payer, and cost analytics and the factors that impact bottom line profitability. IQVIA's LAAD Advanced Analytics Package combines our robust LAAD data with strong BI solution to provide derived analytics, so users can answer complex business questions with just a few simple queries.

Benefits of LAAD Advanced Analytics Package

PATIENT ANALYTICS

- Paid claim count (all claims)
- Unique patient count (all paid claims)
- Source of business
- Switch to/from
- Shares by primary indication
- Persistence, compliance, and adherence rates
- Line of therapy analytics
- NBRx share by line of therapy
- Average days/duration on therapy
- Average days to refill

PAYER ANALYTICS

- Approval rate initial vs final
- Rejection rate initial vs final
- Reversal rate initial vs final
- Abandonment rate initial vs final
- Paid/rejected/reversed claim count
- Average days to overcome rejection
- Total life cycle claim count initial vs final

COST ANALYTICS

- Copay card penetration rate
- Average copay (paid claims)
- Average OPC (paid claims)
- Average copay (reversed claims)
- Average copay (paid and reversed claims)
- Average buydown
- Paid claim count (without copay card)
- Paid claim count (with copay card)

LAAD dashboard example
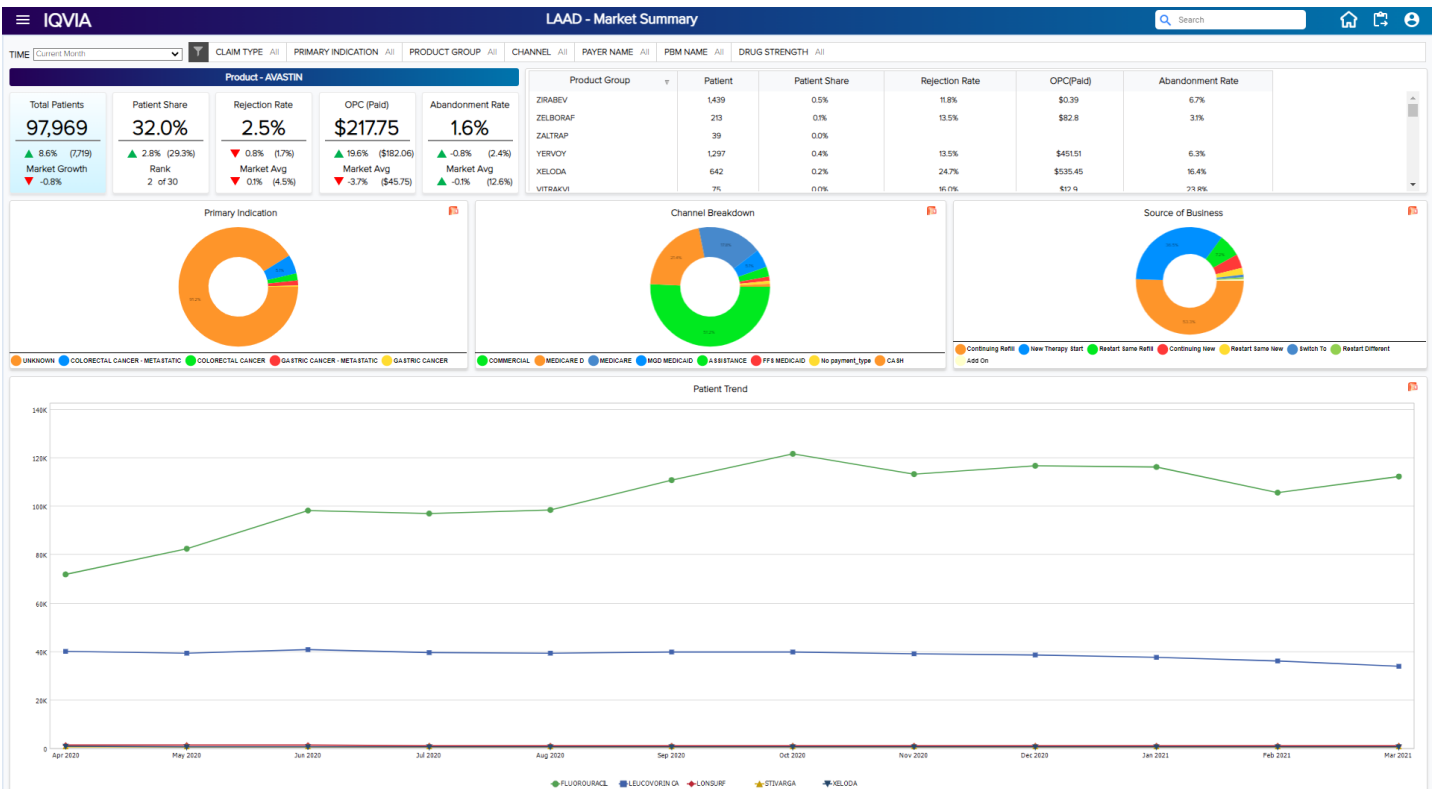
- Out-of-the-box dashboards with clean, relevant, and timely insights

- Technology agnostic

- LAAD data can be used for all traditional patient analytics, managed markets, payer analytics, cost, and copay card utilization, as well as medical claims integration

- FlexViews are built on a scalable architecture to streamline data-to-insight and includes pre-built analytics, visualizations, and collaboration tools that work with your existing ecosystem

- LAAD provides one unified dataset that serves many analytical needs with a pre-built connector between IQVIA's LAAD Datawarehouse and IQ2020 to improve timeliness, quality assurance, and guarantee repeatable processes

- Pre-built, extendable data model can be set up in days or weeks rather than months

- Performance tuned to run just as fast on thousands of records, as it does on billions

- Access to insights 'out-of-the-box' on an industry proven platform that provides user friendly, but powerful data visualization and exploration capabilities

- Includes a comprehensive catalog of IQVIA reports and templates that provide key insights and best practices, built on the LAAD Analytics Package

- Content management, publishing and export features capture organizational knowledge and reduce manual report creation

Why IQVIA

DATA IS OUR BUSINESS

As healthcare's vital partner with more than 20 years of experience perfecting life sciences data and reporting, IQVIA brings unparalleled industry expertise and its connected intelligence framework to our AIR solutions.

Only IQVIA offers real, proven, transparent data supported by a vast network of real partners with the information footprint that is expected and depended on by life sciences companies as the industry's broadest, deepest, and most consistently accurate data information and technology portfolio.

Delivery method

IQVIA hosted, client hosted, cloud based
Data frequency: Weekly, monthly – customizable

Related IQVIA offerings

- **OCE/CRM**

- **SMART**

- **ValueTrak**

- **Information Management (Data Warehouse, DaaS, MDM, IDP, and Data Governance & Stewardship)**

- **IQVIA Data Audits – Specialty, OneKey, DDD, and XPT**

About IQVIA Connected Intelligence™

Connected Intelligence brings together IQVIA's unique portfolio of capabilities to create intelligent connections across its unparalleled healthcare data, advanced analytics, innovative technologies, and healthcare expertise to speed the development and commercialization of innovative medicines that improve patients' lives.

Discover new insights, drive smarter decisions, and unleash new opportunities with the power of **IQVIA Connected Intelligence™**

CONTACT US
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