

The Power of Prescription Data

Enrich your market intelligence with better insight into the typical patient journey.

Strategic insights that drive competitive positioning and market assessment begin with a comprehensive view of member utilization. A key component of a patient’s treatment includes their prescription utilization, however, your visibility into this critical part of their



treatment can be limited when only analyzing your own claims data. Drive your strategy and enrich your insights with the power of **IQVIA’s prescription data.**

BUSINESS USE	APPLICATIONS
MARKET INTELLIGENCE AND SIZING	<ul style="list-style-type: none"> • Benchmark comparative payer prescription costs and utilization • Identify opportunity by line of business (LOB) • Quantify risks associated with new business
PROVIDER PANEL AND PRESCRIBING INTELLIGENCE	<ul style="list-style-type: none"> • Gain insight into the size and composition of a provider’s panel to drive network strategy • Identify providers treating Medicare and Medicaid patients • Assess a provider’s prescribing behavior for key therapeutic areas • Inform network management leveraging prescription data
COMPETITIVE FORMULARY BENCHMARKING	<ul style="list-style-type: none"> • Analyze timely drug cost and utilization trends by geography and LOB • Inform maximum allowable cost (MAC) pricing strategies with local benchmarks • Quantify the impact of cash and discount card usage • Benchmark member out-of-pocket (OOP) costs to local competitors
MEMBER UTILIZATION AND ADHERENCE ANALYTICS	<ul style="list-style-type: none"> • Assess the impact of member OOP costs on medication adherence • Leverage AI/ML models driven by prescription data to identify at-risk populations • Quantify impact of cash and discount card use on Star Ratings

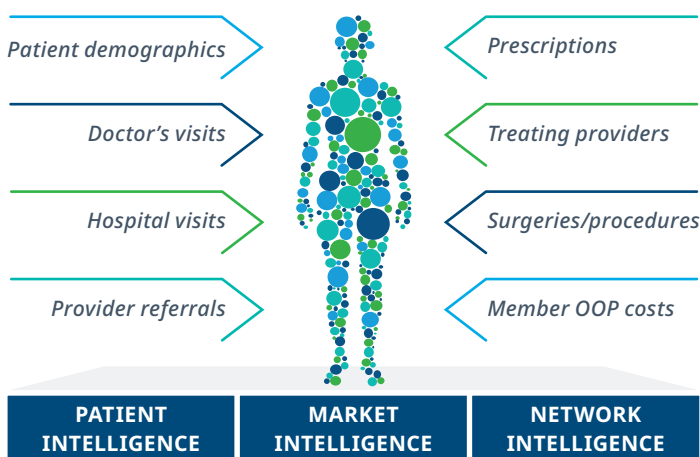
Understanding the entire healthcare journey

By using de-identified patient keys, IQVIA is able to track a member's healthcare activity across entities, channels, and service types.

The view of the members' activity can be expanded across other healthcare utilizations, such as hospital and physician visits, both before and after pharmacy visits.

IQVIA's integrated approach to connect healthcare intelligence

Enriched prescription analytics with medical claims insights



IQVIA: A vital healthcare partner

CAPITALIZE ON GROWTH, DRIVE EFFICIENT OPERATIONS, AND FOCUS ON HEALTHY OUTCOMES.

The experts at IQVIA Healthcare Solutions integrate unparalleled data, advanced analytics, and innovative technology to power better decision-making for transformational health outcomes and improved business results.

With more than 70 years of healthcare industry experience and relationships with the largest payers, providers, and associations in the United States,

IQVIA Healthcare Solutions is a vital partner for healthcare organizations looking to take their business performance to the next level.

We know healthcare and we understand payers' needs.

- We deliver end-to-end consulting and integration solutions to ensure that you have the data, analytics, and technology you need for a true competitive advantage.
- We customize delivery of these powerful tools in the format of your organization's choice.

GAIN INSIGHTS FROM ADVANCED ANALYTICS BASED ON INDUSTRY EXPERTISE AND GRANULAR COVERAGE

IQVIA has the most robust de-identified patient-level, longitudinal prescription database.

DEMOGRAPHICS

- Patient age range, gender, zip

COST AND REIMBURSEMENT

- Payer
- Payer type and line of business
- Reimbursed amounts
- Member OOP

TREATMENT

- Drug information – including National Drug Code (NDC) form, strength, and pack size
- Dispensed date
- Days of therapy supplied
- Quantity dispensed
- New or refill

PRESCRIBING PROVIDER

- Provider name, address, zip, and affiliation
- Specialty



CONTACT US
iqvia.com/ushealthcare