

Physician Insights 360^o™ Analytics

Physician Insights 360^o Analytics delivers the most complete visibility into the practitioners in your market and provides information to guide strategic planning decisions and power your service line growth strategies.

Physician Insights 360^oAnalytics modules:

- Practice profiles – information about a practitioner’s patient panel
- Precision referral intelligence – detailed referral relationships
- Procedures analysis – procedures performed and facility share detail
- Prescribing behavior – practitioners’ volume of patients by targeted medication category

For clients who wish to leverage their own business visualization infrastructure and provider and patient outreach capabilities, the analytics data that power the Physician Insights 360^o solution are available as data-only deliverables, which may be purchased as a single bundle or as individual modules. Optional integration services are also available to support provisioning the data into a client’s applications.

Analytics cover a 12-month measurement period and may be refreshed quarterly, bi-annually, or annually.

PRACTITIONER DEMOGRAPHICS – FROM ONEKEY PROVIDER REFERENCE

Each module or bundle includes practitioner demographic data sourced from the industry leading OneKey provider reference source.



PHYSICIAN DEMOGRAPHIC FACTS INCLUDE:

- Provider specialty
- Birth year (age)
- Degree
- Gender
- Locations – including “best address”
- Medical group and hospital affiliations – including “primary affiliation” and corporate parent



ONEKEY PROVIDER REFERENCE

- >8.3M professionals
- 500,000 organizations
- 3.3M affiliations

IQVIA CLAIMS DATA ASSETS



IQVIA'S MEDICAL CLAIMS

- 1B transactions/year
- 800,000 unique providers per month



PRESCRIPTION ACTIVITY

- 4B transactions/year
- 85% of scripts written and filled

PHYSICIAN PRACTICE PROFILES

The profiles leverage both IQVIA's medical claims data and prescriptions data to profile the observed patients and provide the following metrics and insights:

METRICS:

Total observed patient count
Physician decile ranking
% patients by payer type
% by top 5 third-party payers
% by patient diagnosis category
% patients by age category
% patients by gender
Patient origin relative weights by county and 5-digit zip code

PRECISION REFERRAL INTELLIGENCE

Precision referral intelligence leverages IQVIA's medical claims and prescriptions data to identify referral events, discover prior treatment patterns, and identify probable referral relationships between providers to deliver the following key metrics and insights:

METRICS:

Total treatment event volume and referral events received for 12 months:

- Volume of events by diagnosis categories
- Volume of patients treated by diagnosis category

Referral volume between referring and rendering providers:

- Volume by quarter
- Volume by referral type (reason for probable provider)
- Volume by patient cohorts – age and diagnosis

Percentage of referring provider referrals to rendering specialty

All prior treating provider relationships

Referral events are defined as new patient events with a treating provider based on a full year look back.

PROCEDURES ANALYSIS

This analysis leverages IQVIA's medical claims data to profile procedures and sites of service for the observed procedures. This analytic provides the following practitioner-level insights:

METRICS:

Observed relative volume by procedure code category by quarter

Observed relative volume by procedure code category and place of service (e.g., ASC)

Percentage of total volume by observed site of service

Percentage of volume for procedure code category by site of service

For hospital procedures only, this analysis leverages the CMS practitioner file combined with IQVIA's medical claims and all payer data to project procedure volumes performed by practitioners at specific facilities. This analysis provides the following practitioner level insights:

METRICS:

Projected relative volume by procedure code category for 12 months in a hospital setting

Projected relative volume by procedure code category at identified hospitals

The Hospital Procedures Data (HPD) analysis is for a different 12-month measurement period.

PRECISION POPULATION TARGETING – PRESCRIBING BEHAVIOR

Population targeting leverages the IQVIA prescription data to identify practitioners by volume of patients with prescriptions for medications within a targeted medication category (e.g., atrial fibrillation drugs). This analysis provides the following practitioner level insights:

METRICS:

12-month patient volume for medication category:

- Volume of patients new to medication category
- Volume of patients continuing with medication category

Patient panel detail for medication category:

- % of patients by payer type
- % of patients by age
- % of patients by gender

OPTIONAL INTEGRATION SERVICES

Provider data integration and clean-up: Provider information is critical to what healthcare organizations do. That information ends up being managed and maintained by many business systems that do not necessarily communicate well with one another. It is easy for that information to get out of sync across these different applications, making it difficult to determine which data are correct or have the most recent information.

IQVIA's Provider Data Repository (PDR) solution enables healthcare clients to consolidate provider, organization, and location information across credentialing, EMR, CRM, and other applications, giving you a 360o -view of your providers. Clients can maximize the value in their Physician Insight 360° and OneKey investments by leveraging IQVIA's data to validate and augment their own data using business rules. PDR supports the creation of standard provider directory extracts.

Benefits include reduced duplication of provider records and the production of a golden record that represents the best and most up-to-date physician information available to your organization, consolidated from across these different business applications.

BI platform integration: IQVIA provides the services to deploy metrics and visualizations from Physician Insights 360° into our clients own Tableau or Power BI environments. These dashboards are customized to meet the needs of the client and can be embedded into applications where provider data is managed such as Salesforce Health Cloud.

IQVIA's Rapid Analytics Framework extends the referral intelligence, procedures analysis, and prescribing behavior dashboards with over 150 additional pre-packaged dashboards for both payers and providers that are built on the same common, extensible data model as our PDR solution.

Data governance services and software: The correct datasets are an invaluable asset for your organization, just like physical or financial assets. Knowing where your core business information exists, what that data means, and how it flows from business system to business system is important to adequately manage that data and maintain its value. The implementation of

data governance tools, processes, and organizational structure helps you better manage your critical data assets.

IQVIA offers a range of data governance software and services that help you manage the quality and meaning of vital information. This includes metadata management services and software, data lineage tools, business glossary management, and data quality tools. IQVIA is also skilled at helping companies work through the internal change management processes that ensure the success of your data governance program.

Salesforce setup and implementation: In recent years, payers have developed strategies to improve the member experience and better engage members in their care. Providers are using tools such as Salesforce Health Cloud for patient engagement and Provider Relationship Management (PRM). These strategies are a core component of the business goals these organizations are working towards achieving.

To meet these goals, many organizations are turning to Salesforce to provide the necessary technology, automation, and integration capabilities. IQVIA offers a range of consulting services that can support these new capabilities within your existing operating environment.

The implementation services include:

- Client/user experience (stories, journey maps, and workflow/process designs)
- Salesforce design and architecture
- App solution development
- System/data integration services
- Solution delivery management

IQVIA Healthcare Solutions - The right data to make the right decisions

WE COMBINE INDUSTRY, HEALTHCARE, AND TECHNOLOGY EXPERTISE TO SOLVE COMPLEX CLIENT PROBLEMS

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

With more than 60 years of healthcare industry experience and partnerships 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 customers' 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 those powerful tools in the format of your organization's choice.

Learn more by visiting iqvia.com/ushealthcare



CONTACT US
iqvia.com/contact ref: PI360 Analytics