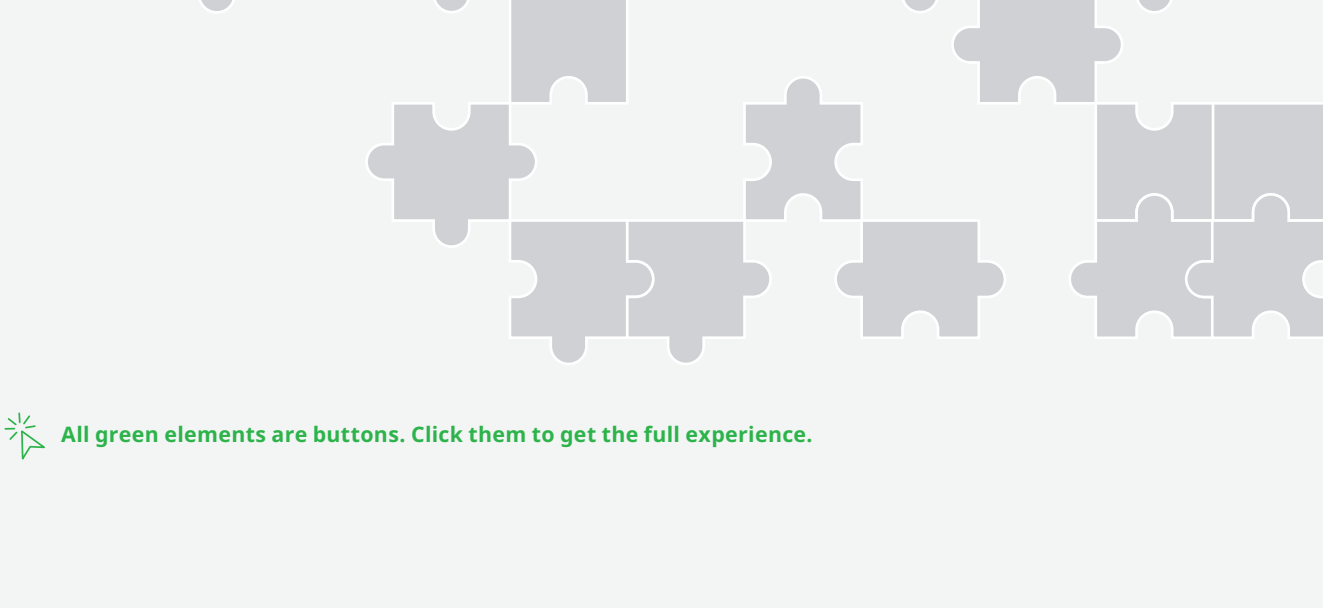


Innovative Health Plan Market Intelligence

Generate insights you thought were out of reach

Escalating medical costs are forcing health plans to focus their efforts on achieving a more sustainable operating model by lowering costs and driving growth. To tackle this, plans are seeking new insights to help inform their strategies to reduce expenses and gain an advantage. An expanded view of member journeys and the ability to understand market and competitive trends are critical inputs when developing strategies to improve the bottom line.

IQVIA's Analytics Suite for payers is built on the broadest and deepest longitudinal de-identified prescription database to benchmark utilization, patient share, and prescriber trends, by geography.



All green elements are buttons. Click them to get the full experience.

USE CASES:

Cash and discount card utilization impact analysis

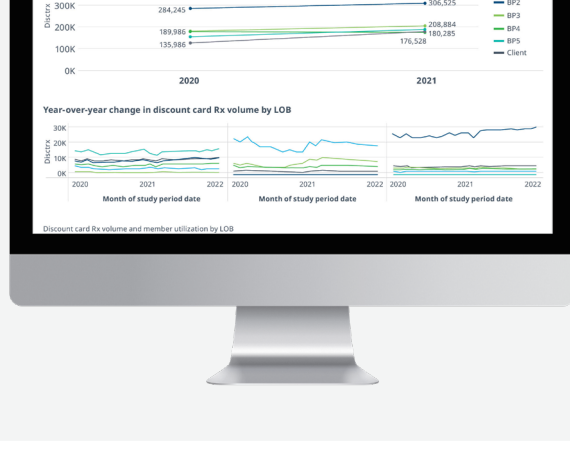
Challenge Cost sensitivity for medications is a challenge. Payers recognize that **prescription utilization within their benefits have been declining** and need to understand if it is affecting their competitors and if cash and discount card utilization are contributing to this decline.

Payers need visibility into member medication utilization beyond their benefits and outside their data to **assess formulary strategy and benefit design**.

Solution IQVIA's Longitudinal Prescription (LRx) Data provides insight into the use of cash, discount cards, or cash and discount cards combined. Analyze the cash and discount card usage by:

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Benefit IQVIA data assets augment your data to generate insights for cash and discount card utilization to **drive your program strategy and better serve your members**.



Cash and discount card medicare star rating impact analysis

Challenge When a member pays with cash or discount card for their prescriptions during a course of treatment this affects the proportion of days covered (PDC) calculation and impacts the Medicare Star rating.

Payers need to understand the impact of cash and discount card use on their **Medicare Star rating with respect to PDC and medication adherence**.

Solution Assets reveal members with categorization by adherence level.

Adherence analysis for cash, discount cards, or cash and discount cards combined at a national- and state-level, by calendar year, drug category, and Generic Product Identifier (GPI) provide needed **insights beyond your member data**.

IQVIA Analytics generate insights on your **members adherence rate trends across drug categories over time**.

Benefit Ability to **identify trends and drugs** to target to address PDC and impact to Medicare Star rating.

Benchmarking of your member's cash and discount utilization against key anonymized competitors allows for **prioritization at the geographic and drug level focus** to improve Medicare Star ratings.



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- Payer
- BP1
- BP2
- BP3
- BP4
- BP5
- Client

Prescription utilization trends

Challenge Payers need visibility into **medication utilization trends** which can be limited when only analyzing member claims data.

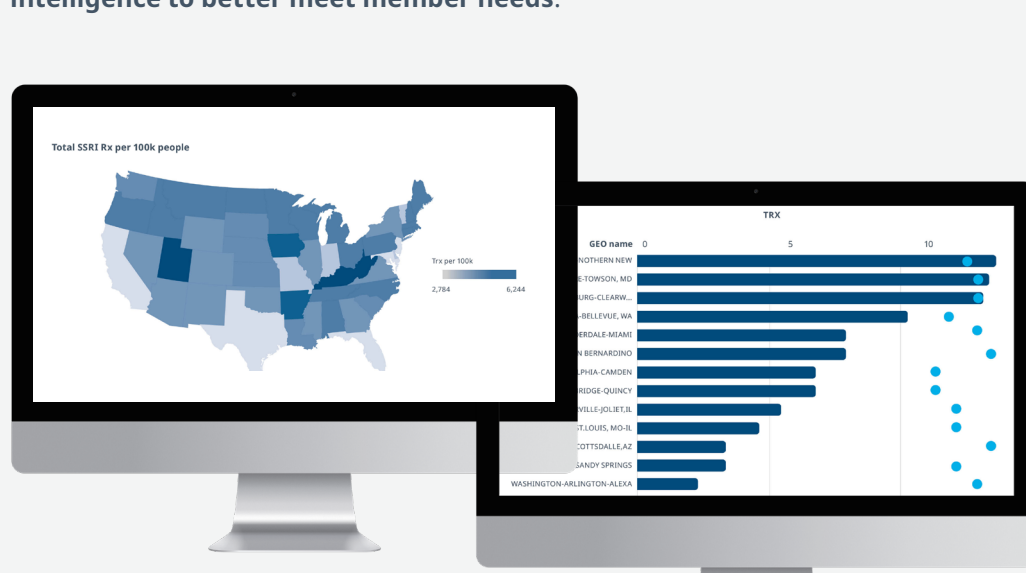
IQVIA data provides trusted insights into utilization, patient share, and prescribing trends to illuminate **competitive intelligence**.

Solution IQVIA's Prescription Data covers the majority of all U.S. retail and mail order prescriptions. Our prescription benchmark extracts provide insight into:

All green elements are buttons. Click them to get the full experience.



Benefit IQVIA provides market-level insights into medication utilization and cost trends to benchmark against your members and identify cost savings to **support your strategy and enrich intelligence to better meet member needs**.



Prescribing behavior to identify anomalous prescribing patterns

Challenge Understanding how providers in your network compare in the market for key medications highlights **anomalous prescribing patterns** that are adversely affecting your members.

Solution IQVIA's National Prescription Audit (NPA) coupled with OneKey, our best-of-breed provider reference data, generates insights on **prescribing patterns** by medication categories, provider specialties, and individual providers.

Benefit Ability to **identify potential wasteful or fraudulent prescribing** by medication and provider based on prescribers' specialty benchmark for new or continuing prescriptions.



Why IQVIA

IQVIA's Analytics Suite for payers combines near-census longitudinal retail and mail order prescription data with payer subject matter expertise to generate innovative market insights.

Access to a self-service analytics solution focused entirely on addressing health plan business challenges.

IQVIA's LRx Database provides an increased view of broader trends to shape business strategies and gain an advantage.

Visibility into metrics and attributes not available in other data sources with short data lag.

Ability to integrate broader portfolio of information assets and custom solutions.