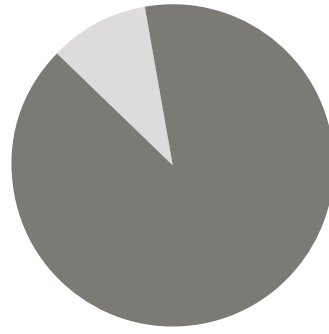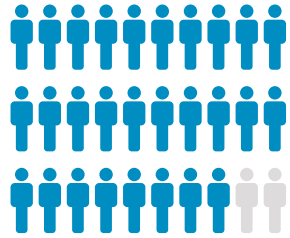# Putting healthcare data to work for you.

KEY IDV® (INTEGRATED DATAVERSE) STATISTICS

280 million
ACTIVE PATIENTS

Over 90% of Rxs dispensed in U.S. & territories

1.8 million prescribers tracked in IDV®

4.25 YEARS average, continuous history for active patients

903,500+ DATA SOURCES IN IDV®

MORE THAN **12 years** of HISTORICAL DATA
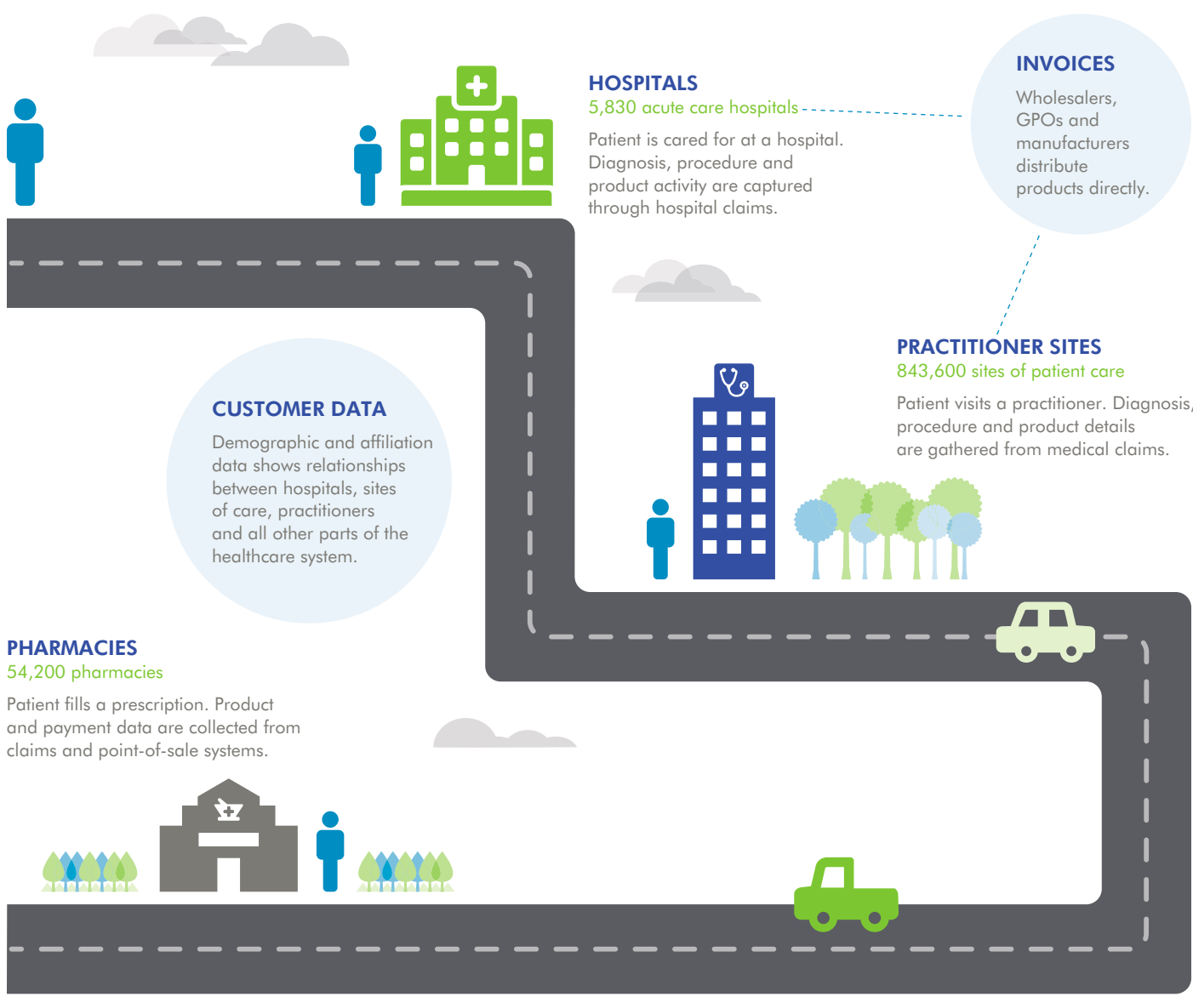from January 2003 and beyond

10,000+ number of plans tracked in IDV®

DATA ACQUISITION

The patient journey contains many inter-related steps, adding up to a whole health picture.

HOSPITALS
5,830 acute care hospitals
Patient is cared for at a hospital. Diagnosis, procedure and product activity are captured through hospital claims.

INVOICES
Wholesalers, GPOs and manufacturers distribute products directly.

PRACTITIONER SITES
843,600 sites of patient care
Patient visits a practitioner. Diagnosis, procedure and product details are gathered from medical claims.

CUSTOMER DATA
Demographic and affiliation data shows relationships between hospitals, sites of care, practitioners and all other parts of the healthcare system.

PHARMACIES
54,200 pharmacies
Patient fills a prescription. Product and payment data are collected from claims and point-of-sale systems.

INTEGRATED DATAVERSE

Our proprietary data platform 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 the foundation for all Source® data products.

HOSPITAL CLAIMS + MEDICAL CLAIMS + PRESCRIPTIONS + INVOICES + DEMOGRAPHICS & AFFILIATIONS = IDV®

DATA ANALYSIS & INSIGHT

MORE HIGH QUALITY CLAIMS DATA   LESS PROJECTED/ UNKNOWN

Better ingredients, better outcomes.
We start with the highest quality retail prescription claims, then layer on retail point-of-service data, resulting in a near census view of the market.

Multiple sources equal better insight.
Multiple data sources reflecting the same health events (e.g. doctor office diagnosis, prescription for diagnosed illness—point of service data as well as health plan claim) each provide different facets of information that when brought together provide the most complete information on the event, leading to better insight.

No guessing with our data.
We have health events on 17 out of 20 people in the U.S. within IDV®.

A totally unique solution.
When the ingredients are separate, they're just ingredients. When you integrate them, you get something totally unique.

WAYS TO USE IDV® DATA

At the end of the day, it's the benefit that ultimately matters.

KNOW

1 Know how prescriptions, provider interactions and payment policies impact the patient journey.

2 Know how patient mix, promotional activity and payer coverage influence prescriber decisions.

3 Know how benefit designs, contracting, and cost structures impact patient access and therapy decisions.

4 Know how affiliations such as GPOs, IDNs and group practices impact individual prescriber behavior.

5 Know how non-retail volume and share impact your competitive position.

ACT

1 Target based on prescribing volume within a specific set of diagnoses or indications.

2 Set incentives based on specific managed care landscape issues and anticipated access changes.

3 Tailor prescriber messages based on specific patient population and payer mix.

4 Drive managed care contracting strategies based on local market dynamics and prescriber trends.

5 Link practitioners to facilities and operational networks using fact-based claims data.

IDV INTEGRATED DATAVERSE

SYMPHONY HEALTH