



FOR IMMEDIATE RELEASE

Symphony Health Solutions Announces IDV® (Integrated Dataverse)

IDV® is the first big data platform to provide a holistic view of the pharmaceutical market.

HORSHAM, Pa., October 1, 2015, -- Symphony Health Solutions (SHS), a provider of high-value market research, analytics, and technology solutions for life sciences manufacturers, payers, and providers, today announced the availability of IDV® (Integrated Dataverse), an exciting new big data solution that provides market-leading coverage and insights to the drivers of pharmaceutical demand. This new HIPAA-compliant platform powers all SHS products and will be the exclusive data platform for the company as of January 2016. IDV is the result of substantial data and technology investments made by SHS to provide the most accurate and complete picture of the pharmaceutical market.

IDV® sits at the heart of SHS's broader strategy to transform the life sciences market through technology and innovation. As the foundation for all SHS data products, IDV® offers a complete picture of a given health event across prescriber, payer, and patient dimensions with analytics to answer key questions and facilitate critical commercial processes. Leveraging our new big data infrastructure and extensive healthcare data management capabilities, IDV® supports integration of clinical and other health-related data to support a more complete view of the financial and clinical decisions that drive the marketplace.

"We developed IDV® in response to the changing dynamics of the healthcare ecosystem. A one dimensional view of the market was no longer sufficient to answer the increasingly complex business questions our customers are asking," explained Don Otterbein, SVP Marketing & Product Management and GM, Consulting & Services. "With IDV, we enable our customers to better understand the patient journey and the clinical and financial decisions that impact their performance."

Combining SHS's vast claims resources and rich point-of-sale retail prescription data, IDV® is the industry's most complete and interconnected source of healthcare data. SHS utilizes payment processing systems to capture the full claims lifecycle and more accurately depict prescription activity. By connecting physician, pharmacy, anonymized patient, medical and hospital data, IDV® reveals real-world behaviors and illuminates increasingly complex therapy decisions. With true transaction-level integration across all dimensions, IDV® combines different facets of information, allowing a view of a single health event from many different angles in support of increasingly sophisticated insight-driven strategies and programs.



Access to IDV® is simple and efficient with delivery via [Symphony HealthCloud™](#) and [Vantage™ Applications](#), the company's proprietary cloud-based platform and analytic solutions suites. IDV® is the new industry standard for an integrated, multi-dimensional big data platform delivered in flexible formats to meet every business need.

For more information about IDV®, view the [info video](#) or visit the SHS website at www.symphonyhealth.com.

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About Symphony Health Solutions

Symphony Health Solutions is a leading provider of high-value data, analytics, technology solutions and actionable insights for healthcare and life sciences manufacturers, payers and providers. The company helps clients drive revenue growth and commercial effectiveness, while adapting to the transformation of the healthcare ecosystem, by integrating a broad set of patient, prescriber, payer and clinical data together with primary and secondary health research, analytics and consulting. Symphony delivers a comprehensive perspective on the real dynamics that drive business in the healthcare and life sciences markets. For more information, visit www.symphonyhealth.com.

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