



Symphony Health
An ICON plc Company

SALES SHEET

PrescriberSource[®]

Support cutting-edge strategies that influence physician behavior with best-in-class prescriber-focused data.

Fully integrated prescriber data to drive innovative targeting and compensation programs

Specifically developed to deliver deep insight into prescribing dynamics, PrescriberSource[®] can be used to address operational business questions such as:



What is the market share for my products with specific prescribers?



How does market share vary by territory?



How should sales resources be aligned and allocated?



What is the market potential for each territory or geography?



How are promotional activities influencing prescriber activities?

This unique product enables accurate targeting and incentive compensation within specific geographies. PrescriberSource[®] can be used to target high-impact practitioners based on volume of prescribing within custom market definitions and track the impact of promotional effort on geography-specific market trends.

PrescriberSource[®]
delivers accurate
insights that support
sophisticated targeting
strategies and drive
impactful execution.



With the addition of unique focus components, targeting and compensation using PrescriberSource® can be taken to another level driven by specific insights based on patient dynamics and/or managed care influence.

PatientFocus™	PayerFocus™
<p>Adds patient mix details for each prescriber</p> <ul style="list-style-type: none">— Diagnosis details— Patient demographics— Source of business (i.e. product switching) <p>Business questions supported by the addition of PatientFocus™ include:</p> <ul style="list-style-type: none">— What is the market share for my product with specific prescribers based on label-compliant diagnoses?— Which patient types make up the majority of prescribing within a specific geography?— What is the volume potential for each territory based on a new indication?	<p>Adds payer details for each prescriber</p> <ul style="list-style-type: none">— Volume and market share by managed care plan— Primary and secondary payer <p>Business questions supported by the addition of PayerFocus™ include:</p> <ul style="list-style-type: none">— What is the market share for my product by payer?— Which territories are having the most success pulling through managed care contracts?— How is managed care influencing what prescribers write?— How should incentive planning be adjusted based on managed care factors?

PrescriberSource® in conjunction with PatientFocus™ and PayerFocus™ supports territory-specific analysis to drive effective planning and optimisation of field sales activities based on an in-depth understanding of prescribing dynamics. PrescriberSource® also supports tactical implementation in the field through sales reporting that prepares reps with timely information, including patient and payer dynamics.

Accurate prescriber demographics through CustomerSource® integration

PrescriberSource® includes validated demographics from Symphony Health's industry-leading CustomerSource® database. Name, multiple ranked addresses, specialty, and extensive contact information are included for each prescriber and can be used to support accurate alignment and incentive compensation programs based on identification of prescribers who truly practice within a specific geography. Mailing lists to support a variety of prescriber initiatives can also be developed based on prescriber behavior and demographics.

PrescriberSource® is powered by IDV®

Symphony Health's Integrated Dataverse (IDV®) 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 at the heart of the Symphony HealthCloud™ and all of the Vantage™ applications. IDV® offers one consistent data platform across product, payer, and patient dimensions with specific views and tools to answer key questions and facilitate critical commercial processes within sales, marketing, and managed markets insights.