Putting healthcare data to work for you.

Symphony Health is changing how the health industry asks and answers questions with our customized data and analytics. We take a comprehensive, integrated approach to building a total picture of healthcare, ensuring our customers have the information they need when and where they need it.

### Key IDV® Statistics

- **93%** Prescribing drugs from retail pharmacies
- **1.9 MILLION** Unique active patients
- **5.5 YEARS** Average continuous prescription history for active patients
- **317 MILLION +** Active patients

### Patient Journey through IDV®

The patient journey is a complex and multi-faceted process. IDV® combines different facets of information to build a complete picture of any given health event, offering true insights into the entire patient journey.

### IDV® is the foundation of Source data products

- **PayerSource®** Analyzes health and economic factors across plans, and provides an understanding of how they impact prescription trends.
- **PrescriberSource®** Provides analytics on trends, insights, and metrics on prescribing and dispensing at the prescriber level.
- **Integrated Dataverse** Includes demographic, affiliation, and health event data, allowing for a complete journey analysis.
- **SegmentationSource®** Integrates data from multiple sources, building a complete view of the members or patient population and payer mix.
- **DemographicsSource®** Provides a census view of the market.
- **CompetitionSource®** Integrates competition data to support segmentation and prescriber targeting with applied incentives.
- **InfluenceSource®** Helps prioritize and target prescribers for field-based, pull-through efforts.

### IDV® Data Analysis & Insight

IDV® provides different classes for pharmaceutical manufacturers.

- **Prescription volume and share**
- **Benefit designs, contracting, and cost payments**
- **Non-retail volume and share**
- **Pharmacy, payer, and group practices**
- **Prescriber messages**

### Ways to Use IDV® Data

- **Know how** affiliations such as GPOs, IDNs, and group practices impact individual and payer access, therapy interactions, and product activity.
- **Know how** non-retail volume and share impact your competitive position.
- **Know how** benefit designs, contracting, and cost payments impact your brand.
- **Uncover** treatment patterns with robust, exclusive adjustments for products that are abandoned at the pharmacy.
- **Influence** physician behavior with accurate, exclusive views and tools, and exclusive adjustments for products that are abandoned at the pharmacy.
- **Reduce Rx** abandonment, develop contracting strategies that drive sales results, and maximize the return on field-based, pull-through efforts.

### Symphony Health

Symphony Health is a leading provider of comprehensive, integrated data and analytics for the life sciences industry. We deliver actionable insights and solutions that enable our customers to make better decisions and improve patient care. For more information, visit symphonyhealth.com.