

Putting healthcare data to work for you.

Integrated Dataserve (IDV®) is the most inclusive longitudinal source of healthcare data in the industry. Medical, hospital, and prescription claims across all payment types come together with our point-of-sale prescription data and non-retail invoice data as a comprehensive base, which is enhanced with diagnostic, lab and registry data, demographic and affiliation data, and e-health record data to complete the health picture of each de-identified patient.

Key IDV® Statistics



OVER 93%
Prescriptions dispensed in the U.S. and territories



12,000 +
Payers tracked through IDV®



1.9 MILLION
Unique Active Practitioner Counts



OVER 17 YEARS
Historical Data



5.3 YEARS
Average continuous history for active patients



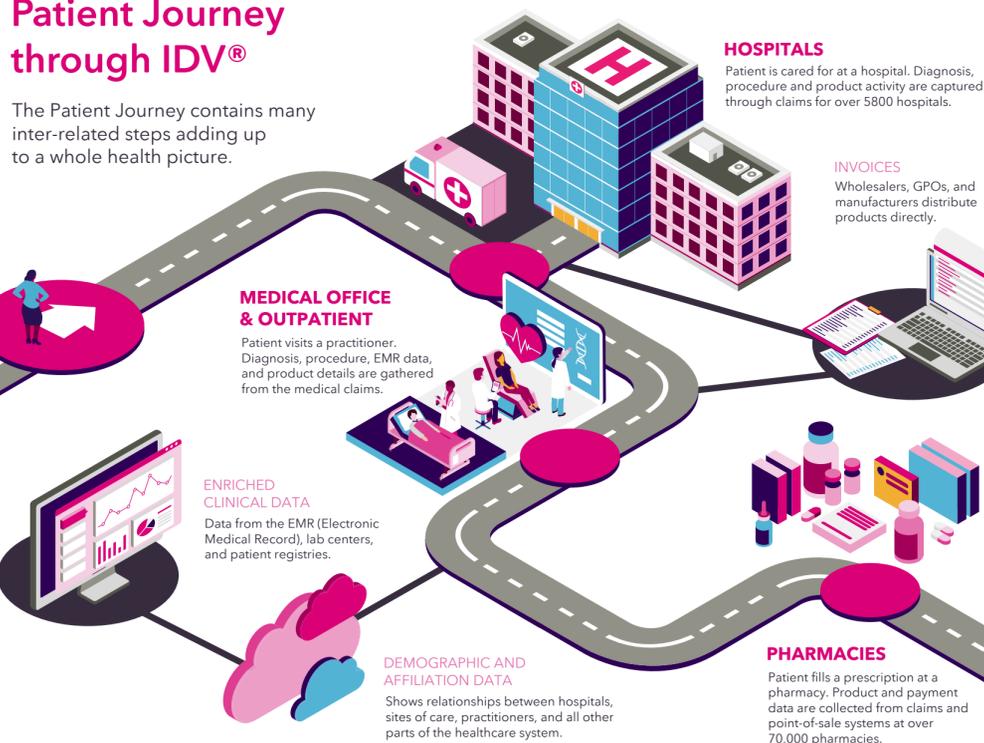
95%
Prescriptions assigned to individual health plans



317 MILLION +
Active patients

Patient Journey through IDV®

The Patient Journey contains many inter-related steps adding up to a whole health picture.



IDV® is the foundation of Source data products

The platform offers consistent market view across prescriber, payer, and patient dimensions. With specific views and tools, and exclusive adjustments for products that are abandoned at the pharmacy, IDV® answers key questions and facilitates critical commercial processes within sales, marketing, and managed markets. A hallmark of this data platform is its always on, instant access to over 80 therapeutic areas covering the most important classes for pharmaceutical manufacturers.

- PrescriberSource®**
Influence physician behavior with accurate targeting and incentive compensation within specific geographies.
- PatientSource®**
Uncover treatment patterns with robust, anonymized, longitudinal patient data and refine and target your messaging to prescribers.
- PayerSource®**
Reduce Rx abandonment, develop contracting strategies that drive sales results, and maximize the return on field-based, pull-through efforts
- NonRetailSource®**
Get fast, flexible, and cost-effective measurement of the non-retail marketplace.
- DiagnosticSource®**
Address key business questions across the clinical and commercial continuum with a comprehensive, timely, HIPAA-compliant view of diagnostic information.
- CustomerSource®**
Drive strategic engagement with healthcare providers, healthcare organizations, and contracting entities with our comprehensive industry resource for demographic and affiliation insights.
- Enhanced Clinical Views**
Collect additional insights that aren't found in traditional claims data to support segmentation and business intelligence around the patient population by therapeutic area.



Integrated Dataserve
Provides the most complete view of market data to deliver unparalleled insights into your brand journey

IDV® Data Analysis & Insight

IDV® combines different facets of information to build a complete picture of any given health event, offering true integration across all dimensions. This allows you to see a health event from many different angles and develop increasingly sophisticated, insight-driven strategies and programs.



BETTER INGREDIENTS, BETTER RESULTS

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 MEAN 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.



A TOTALLY UNIQUE SOLUTION

When the ingredients are separate, they're just ingredients. Symphony Health integrates them to build a totally unique and the most robust view for your business.



CONFIDENCE IN YOUR ANALYTICS

We have health events on 17 out of 20 people in the U.S. within IDV.

Ways to Use IDV® Data

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



KNOW

- ▶ Know how prescriptions, provider interactions, and payment policies impact the **patient journey**
- ▶ Know how patient mix, promotional activity, and payer coverage influence **prescriber decisions**
- ▶ Know how non-retail volume and share impact **your competitive position**
- ▶ Know how benefit designs, contracting, and cost structures impact patient access, therapy decisions, and pull through **success**
- ▶ Know how affiliations such as GPOs, IDNs, and group practices impact individual **prescriber behavior**
- ▶ Know your patients' adherence, **new sources of business**, and Dx indications



ACT

- ▶ **Improve** prescriber targeting with applied patient attributes like diagnosis and payer utilization management protocols
- ▶ **Set** incentives based on specific managed care landscape issues and anticipated access changes
- ▶ **Drive** managed care contracting strategies based on local market dynamics and prescriber trends
- ▶ **Tailor** prescriber messages based on specific patient population and payer mix
- ▶ **Link** practitioners to facilities and operational networks using fact-based claims data
- ▶ **Implement** stronger co-pay card programs based on actual market dynamics and patient behavior