

# Symphony Health

Symphony Health is a trusted partner and leading enabler of integrated health data liquidity and analytics, delivered as cloud-based solutions:

- Data-as-a-service
- Platform-as-a-service
- Software-as-a-service

## Explanation

We positively impact patients' lives by understanding their journeys and how they can benefit from drugs currently in development and on the market. We do this by developing a holistic, global data environment across pharmaceutical/biotech companies (development to commercial) that gives insights into patients, and how best to serve them.

- Comprehensive Health Claims
- Integrated, Real-World Clinical Data
- Cloud-Based Solutions
- Analytics Applications
- Consulting and Solutions

## Engaging Clients

- Clients may consider thinking about data needs for commercialization as early as Phase II to understand the market landscape and inform Phase III decisions.
- Clients have questions; we have answers. "Would it help if you could know...?" is a great opener to discussing data solutions.
- Many clients do not know what kinds of data are available to them, or how powerful this data can be. Sharing examples or case studies is useful to help visualize how they could use it.

## Business Benefit

- We can better understand the market landscape for our clients and make more informed suggestions from trial design to brand launch to generic transition.
- Our data supports clients in their strategic decision making from clinical research to product commercialization - a one-stop shop.

## Key Offerings

### Data Solutions

Integrated Dataverse (IDV®): Comprehensive coverage of pharmacy prescriptions and claims, medical claims, and institution claims and sales. The following offerings are subsets of IDV®:

- PrescriberSource®: Subnational retail, mail order, and specialty
- NonRetailSource®: Institutional sales
- CustomerSource®: Healthcare demographics and affiliations
- PatientSource®: Anonymized patient-level data (APLD)
- PayerSource®: Managed markets data with lifecycle
- DiagnosticSource™: Lab data

### Applications and Technology Solutions

- Metys™: National market measurement
- Vantage™ Apps: Business Intelligence tools
- Symphony HealthCloud®: Securely store, integrate, access, and analyze virtually unlimited volumes of data
- Synoma®: De-identification and integration platform

### Consulting and Analytics Practice Areas

- Patient Analytics
- Managed Markets
- Commercial Effectiveness
- Health Data Services
- Media Reach and Engagement
- Targeting and Compensation

## Key Decision Makers

Sales Operations, Managed Markets, Market Research, Brand Management, Investor Relations

## Customer Pain Points

- Need factual, real-world information to understand and predict market conditions about a product's success.
- Ability to get a full view of the patient journey, solved with integration of patient, payer, prescriber, and 3<sup>rd</sup> party data.

## Key Differentiators

- Best-in-class market coverage and differentiated approach to anonymized patient data via IDV®
- Innovative analytics and deep subject matter expertise via our consulting team
- Fully integrated data & custom solutions - not trapped in product-driven silos
- Leading edge technology platforms - Vantage BI and HealthCloud
- Data partner network/exchange model
- Novel offerings and analytics (e.g., machine learning, triggers, patient journey)
- Responsive, knowledgeable customer service

## Case Study

When early treatment is paramount to treatment success, waiting for a confirmatory diagnosis claim to appear in longitudinal patient medical data may be too late to allow for appropriate intervention. In such cases, reaching an HCP while he/she is exploring possible diagnoses is critical. This is particularly true and impactful within rare diseases, where early signals can be hard to detect.

We derive early signals from lab results and via machine learning algorithms, which identify "high likelihood" undiagnosed patients. The full claims histories and demographics of patients with diagnosis claims of interest were compared to those of

a randomly selected control population to build, train, and test multiple predictive algorithms (TREE, ADA BOOST, and Random Forest).

Results led to 9x increase in HCPs identified after matching to claims compared to MD on lab alone. Operationally, this yielded ~25-30 unique HCP leads each week for the field force. Lab test result data and machine learning, in combination with longitudinal data, help increase the awareness, diagnosis, and treatment of patients, particularly for rare diseases.

## Frequently Asked Questions

### Q: What types of questions can you answer with this data?

A: We can answer virtually any question a manufacturer has about the commercialization of their drug; below are some examples:

- How long does it take the patient to get diagnosed before receiving our product?
- What is the market landscape for our product?
- How do we promote our product to patients?
- Who is prescribing to patients, how often, and why?
- How is the product being reimbursed, how much and by who, and how does this impact the patient?
- Can we make our product easier to receive and more effective for patients?

### Q: How does a client access the data?

A: We pre-integrate vast amounts of data spanning patient, payer, and prescriber claims sources, and we provide linkages to the latest cloud-based analytics tools up front. The result offers flexible à la carte options that can be easily tailored to client needs, including the ability to combine their data with our pre-integrated and enhanced datasets.

### Q: Where does the data come from?

A: We source and integrate data through an extensive partner ecosystem, including retail and non-retail pharmacy sources, specialty pharmacies, lab providers, electronic medical records, patient care companies, and consumer behavior/demographics providers.

## Follow-up Materials/Procedures

[symphonyhealth.com](http://symphonyhealth.com)

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