

# IQVIA Payer Analytics Solutions

*Unparalleled analytical solutions to help payers derive insights from market-driven intelligence*

Our unique combination of industry, healthcare, and technology expertise enables payers to:

- Drive insights for improving health outcomes and competitive differentiation
- Assess potential market expansion opportunities by business line
- Power formulary analytics and contracting strategies

Access to comprehensive market data adds up to a true competitive advantage in driving healthcare strategy.

## Faster decision making and speed to insights

**IQVIA HEALTHCARE SOLUTIONS PROVIDES THE ANSWERS PAYERS NEED TO EMPOWER SOUND DECISION MAKING, PROPELLING HEALTHCARE AND BUSINESS FORWARD.**

### Addressing key business questions for payers

**Market intelligence**

Gain critical insight to comparative payer costs and utilization to accurately inform business development opportunities.

? How can I assess utilization and quantify opportunity by LOB within a market?

? How can I quantify the risk associated with new business?

? How do we competitively contract for member services and inform plan design?

**Formulary management**

Quickly analyze timely insights into drug utilization trends by geography, line of business (LOB), and manufacturer.

? How does my formulary compare to competitors' formularies?

? What are the trended sales volume and acquisition cost of current drugs to inform maximum allowable cost (MAC) pricing?

? Which medical therapies are showing high growth in office administrations by LOB?

**Member analytics**

Assess member level analytics to identify and quantify the impact of adherence, cash prescriptions, and more.

? How can I benchmark adherence rates to improve my Medicare Advantage Star Ratings?

? How do my members' out-of-pocket costs compare against my key competitors?

? How can I leverage advanced analytic models to identify at-risk populations to inform care management strategies?

**Digital formulary**

Enhance strategy, member engagement, and health outcomes through curated digital apps and analytics integrated within a clinician's workflow.

? How do I leverage a digital strategy as a competitive differentiation?

? How do I evaluate new digital therapies that are optimal for my members?

? How can I track utilization and tie back to ROI?

**Network adequacy**

Gain insights into practice profiling and physician targeting for network management and adequacy requirements.

? How can I quantify provider supply vs. demand by LOB?

? Which physicians have capacity to support regulatory requirements?

? How can I ensure I have a clean and comprehensive provider master?

## We deliver: Client stories

- **A national health plan with a need for external prescription data to drive pharmacy benefit management (PBM) analytics** used insights from IQVIA's near census drug sales and prescription claims data to analyze utilization and member cost metrics, enabling it to benchmark against competitors and negotiate MAC pricing.
- **A PBM company that needed a comprehensive analytics source to address MAC pricing appeals** used IQVIA's drug sales data to support contracting discussion with both manufacturers and pharmacies by demonstrating comparable pricing across all therapeutic areas.
- **A health plan considering a geographic expansion of its Medicaid Risk LOB** leveraged insights from OneKey™ reference data, medical claims, and prescription data, informing the identification of optimal geographies for expansion and provider targeting, and providing insights into patient panels to support care management programs.
- **A health plan with a Medicare Risk LOB wanted to improve star ratings** prior to an open enrollment period. To do so, the plan needed to understand the impact of out-of-pocket spend on Rx utilization and adherence by members paying cash or using discount cards, but it lacked these claims data. By leveraging insights on members from IQVIA's cash and discount prescription data, the plan was able to develop enhanced care management programs and formulary design.
- **A health plan needed to understand the impact of new specialty drugs** to support financial planning analysis, formulary design, and optimal delivery care setting for members. Leveraging insights from IQVIA's drug sales and medical claims data assets, the plan identified the potential impact by member cohorts, comparing utilization stratified by key health plan competitors, diagnosis categories, and practitioner specialties.
- **A health plan needed data to create and inform risk models used to assess new commercial business** leveraged IQVIA's patient encryption software and transaction-level prescription and medical claims data to support risk-modeling analytics.

### **IQVIA SPOTLIGHT: INFORMING EVERY PHASE OF FORMULARY STRATEGY**

**Formulary strategy is not a one-and-done proposition.**

IQVIA Healthcare Solutions provides the data and analytics necessary to make time-critical decisions at every juncture of formulary strategy, from the pre-launch planning period through post-launch impact assessment.

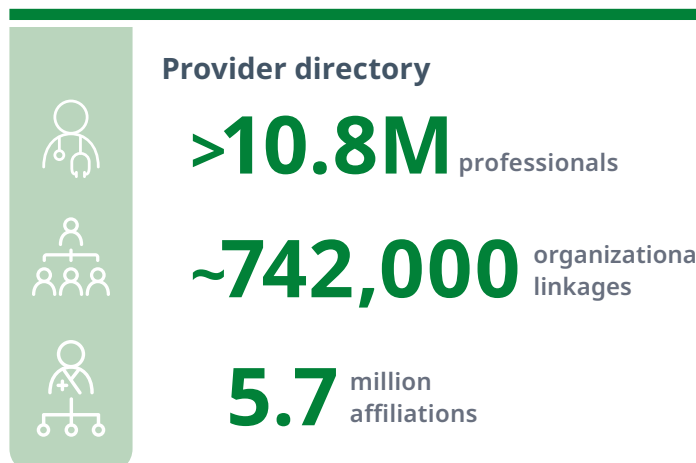
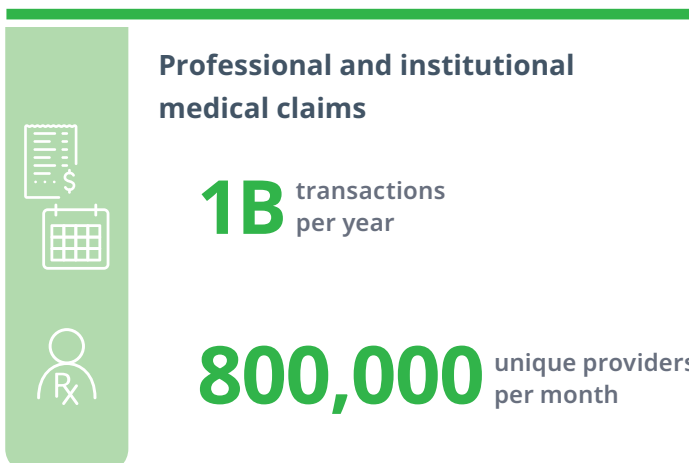
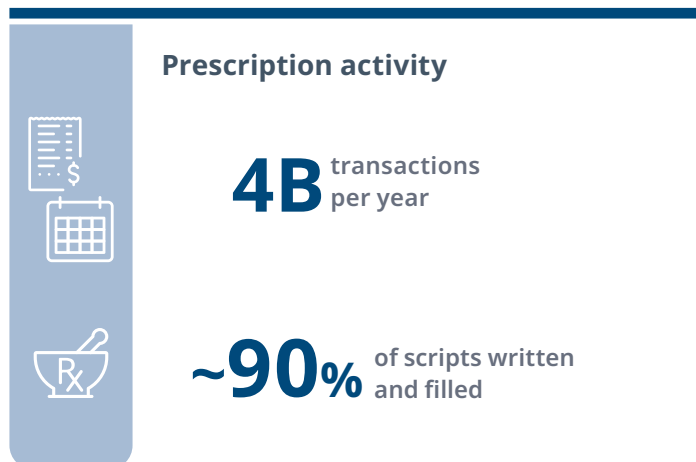
Our all-payer and near real-time data assets ensure that payers obtain an accurate picture of the formulary landscape as the marketplace evolves.

- **Pre-Launch Analysis: Inform early planning using comprehensive pipeline, pre-launch insights, and forecasting analytics.**
- **Launch Phase Impact: Employ near real-time market and acquisition cost data to track uptake and formulary landscape.**
- **Post-Launch Impact: Examine near real-time utilization and reimbursement benchmarks to track plan and patient cost and use over time**

## Providing unparalleled data

**ACHIEVING THE NEXT LEVEL OF BUSINESS PERFORMANCE DEMANDS COMPREHENSIVE UNDERSTANDING OF EVERY ASPECT OF HEALTHCARE DELIVERY.**

IQVIA Healthcare Solutions' unparalleled body of data captures the scope of interactions taking place among manufacturers, pharmacies, physicians, patients, and payers, providing the relevant and timely information payers need.



## Data, analytics, and expertise: Customized to meet a payer's needs

**UNLOCKING THE POWER OF DATA, ANALYTICS, AND EXPERTISE REQUIRES THAT THESE RESOURCES BE DELIVERED IN A FORMAT THAT MEETS THE UNIQUE NEEDS OF YOUR ORGANIZATION.**

That's why IQVIA Healthcare Solutions is committed to flexibility of delivery and purpose-built, customized solutions for payers.

- **Data files, transactional, or summarized.** With an emphasis on speed and flexibility, data files provide the ability to integrate with a payer's own data.
- **Software for analytics, operations, and workflow.** Software designed for on-demand analytics on IQVIA data, MDM, patient de-identification services, and privacy analytics.
- **Expertise and resourcing.** Technology consulting services for systems integration and Analytic Advisory services enable payers to access IQVIA's expertise and resources.

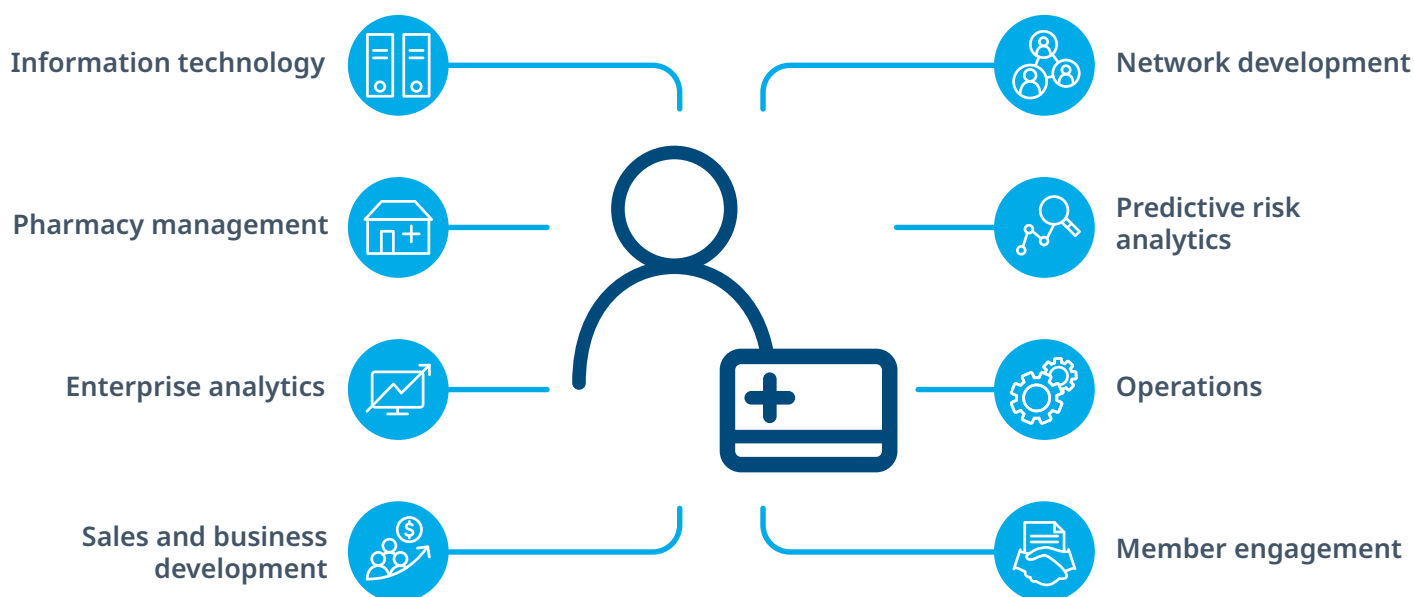
# IQVIA Healthcare Solutions: Your vital partner for transformation and growth

## WE COMBINE INDUSTRY, HEALTHCARE, AND TECHNOLOGY EXPERTISE TO SOLVE COMPLEX CLIENT PROBLEMS

The experts at IQVIA Healthcare Solutions integrate unparalleled data, advanced analytics, and innovative technology to power better decision-making for transformational health outcomes and improved business results.

With nearly 70 years of healthcare experience, and partnerships with the largest payers, providers, and associations in the United States, IQVIA Healthcare Solutions is a vital partner for healthcare organizations looking to take their business performance to the next level.

### Addressing business needs across the health plan



- We know healthcare and we understand payers' needs.
- We deliver end-to-end consulting and integration solutions to ensure that you have the data, analytics, and technology you need for true competitive advantage.
- We customize delivery of these powerful tools in the format of your organization's choice.