IQVIA

IQVIA Payer Analytics Suite

Unlock the insights you thought were out of reach, until now

Identify cost savings and improve benefit design with a self-service analytics platform built on the broadest and deepest non-identified prescription database. With IQVIA's Payer Analytics suite you can fill the gap in your insights for prescription activity in your market plus aggregate and analyze vast amounts of data to answer critical business questions.

Unparalleled data

| **>90%** of all retail Rx claims | **~85%** of all mail order Rx claims | **~70%** of all LTC Rx claims | **>300M** anonymized patients |

IQVIA difference

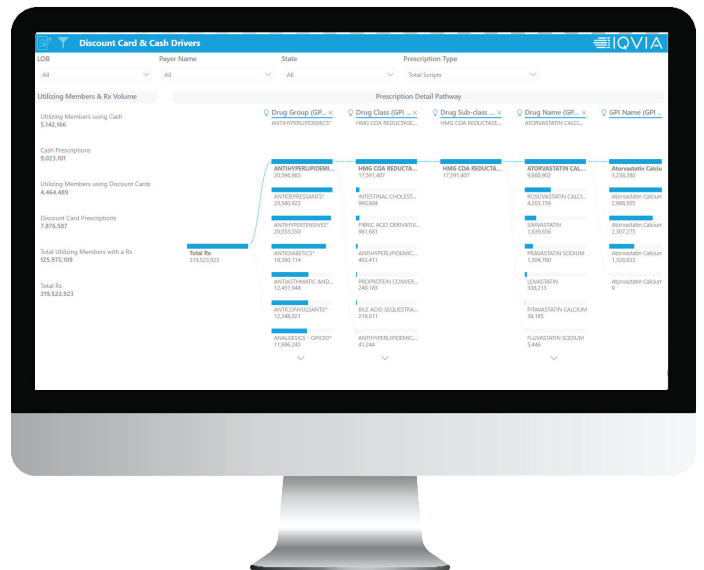| **Largest prescription claims database in the industry** | **Unique data sourcing strategy leading to the most stable prescription claims database in the industry** | **Proprietary managed care universe including a patented payer, plan and pbm bridging/ mapping process** | **Ability to identify and assign every health plan one of >50 different plan model types** |

Helping stakeholders address critical business questions

CUSTOMER NEED	CUSTOMER BENEFIT
Determine member utility and understand impact on member patient assistance programs (pharmacy discount cards, manufacturer co-pay cards, other types of cash payments).	**Improve benefit design and member retention strategies** by analyzing detailed activities, trends, and impact of member utilization on out-of-pocket cost offset mechanisms.
Measure and analyze Star Rating impact from member utility of cash payments, discount cards and co-pay cards.	**Improve Medicare Star Ratings by benchmarking member cash and discount utilization** against key competitors allowing for prioritization at the geographic and drug level.
Identify provider fraud, waste, and abuse trends based on prescription activity.	**Isolate fraudulent prescribing activities** by identifying anomalies to support cost savings and provider network strategies.
Perform targeted analysis on specialty drug utilization and trends.	**Enhance benefit design, provider network management and member retention** with pre-defined analytics, configured to markets and geographies of interest to identify performance, member utilization, and provider prescribing trends on expensive, difficult to manage, specialty drugs.

Data visualization

Prescription Cost and Utilization Analysis

Cash and Discount Card Analysis

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