

# Patient Insights: The Power of Prescription Data

*Enrich your market intelligence with better insight into the typical patient journey.*

Strategic insights that drive competitive positioning and market assessment begin with a comprehensive view of healthcare utilization. A key component of a patient’s treatment pathway includes their prescription utilization, however, your visibility into this critical



part of their treatment can be limited when only analyzing your own claims data. Drive your strategy and enrich your analytical insights with the power of **IQVIA’s Prescription data.**

BUSINESS USE	APPLICATIONS
<p><b>MARKET INTELLIGENCE AND SIZING</b></p>	<ul style="list-style-type: none"> <li>• Benchmark comparative payer prescription costs and utilization</li> <li>• Identify opportunity by line of business (LOB)</li> <li>• Quantify risks associated with new business</li> </ul>
<p><b>PROVIDER PANEL AND PRESCRIBING INTELLIGENCE</b></p>	<ul style="list-style-type: none"> <li>• Gain insight into the size and composition of a provider’s panel to drive network strategy</li> <li>• Identify providers treating Medicare and Medicaid patients</li> <li>• Assess a provider’s prescribing behavior for key therapeutic areas</li> <li>• Inform network management leveraging prescription data</li> </ul>
<p><b>COMPETITIVE FORMULARY BENCHMARKING</b></p>	<ul style="list-style-type: none"> <li>• Analyze timely drug cost and utilization trends by geography and LOB</li> <li>• Inform maximum allowable cost (MAC) pricing strategies with local benchmarks</li> <li>• Quantify the impact of cash and discount card usage</li> <li>• Benchmark member out-of-pocket (OOP) costs to local competitors</li> </ul>
<p><b>MEMBER UTILIZATION AND ADHERENCE ANALYTICS</b></p>	<ul style="list-style-type: none"> <li>• Assess the impact of member OOP costs on medication adherence</li> <li>• Leverage AIML models driven by prescription data to identify at-risk populations</li> <li>• Quantify impact of cash and discount card use on Star Ratings</li> </ul>

# Data coverage and granularity drive insights

IQVIA has the most robust de-identified patient-level, longitudinal prescription database, with over 90% coverage.

## Demographics

- Patient age range, gender, zip



## Cost and reimbursement

- Payer
- Payer type and line of business
- Reimbursed amounts
- Member OOP



## Treatment

- Drug information – including National Drug Code (NDC) form, strength, and pack size
- Dispensed date
- Days of therapy supplied
- Quantity dispensed
- New or refill



## Prescribing provider

- Provider name, address, zip, and affiliation
- Specialty



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### Key statistics

**>90%**  
Coverage

**260M<sup>+</sup>**  
Unique patients

**4B<sup>+</sup>**  
Annual claims

**1.8M**  
Unique providers

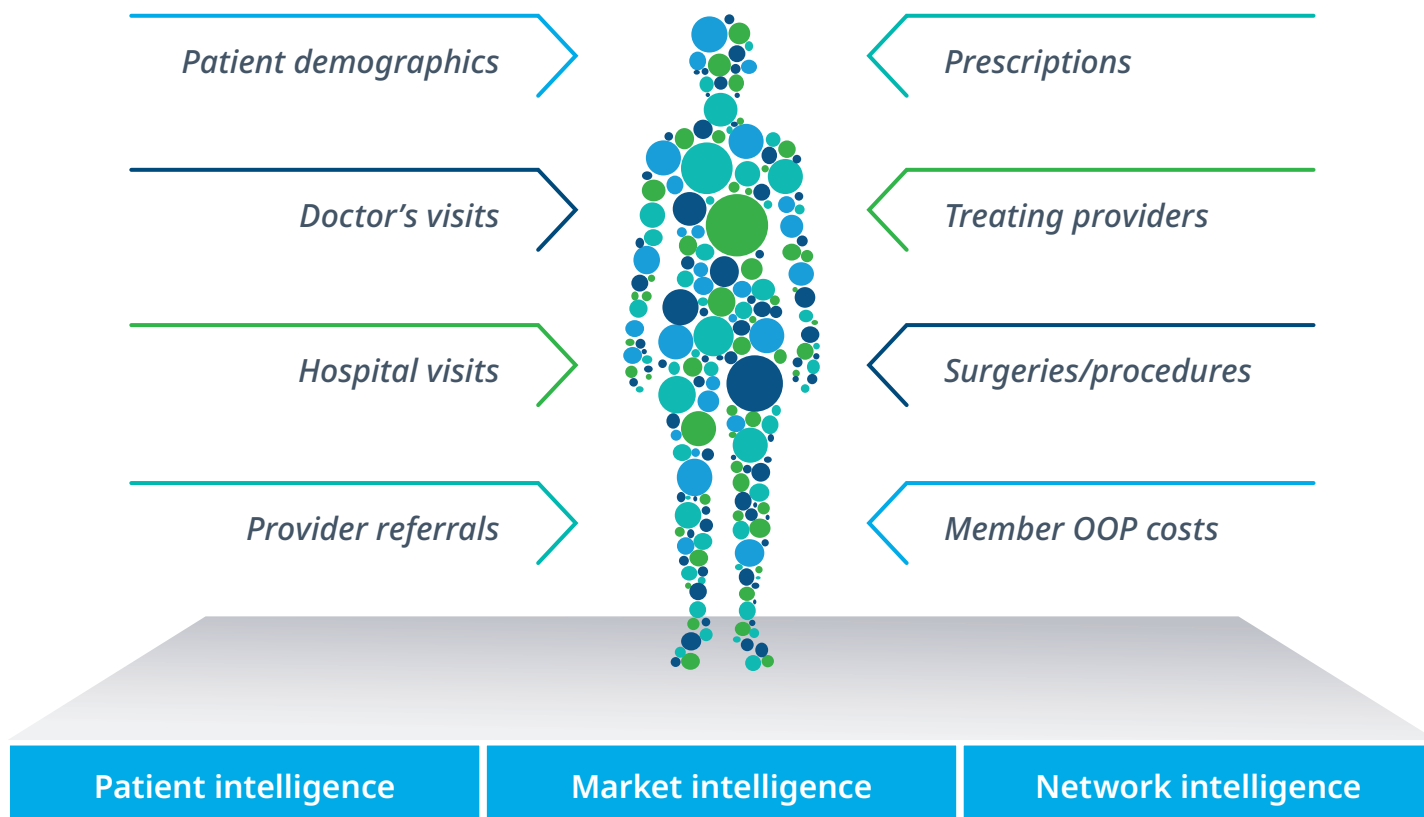
# Linkability

## UNDERSTANDING THE ENTIRE PATIENT HEALTHCARE JOURNEY

- By using de-identified patient keys, IQVIA is able to track patients' healthcare activity across entities, channels, and service types.
- The view of the patients' activity can be expanded across other healthcare utilizations, such as hospital and physician visits, both before and after pharmacy visits.

## IQVIA's integrated patient approach to drive a comprehensive view

### ENRICHED PRESCRIPTION ANALYTICS WITH MEDICAL CLAIMS INSIGHTS



# IQVIA Healthcare Solutions - The right data to make the right decisions

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

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

With more than 60 years of healthcare industry 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.

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 a true competitive advantage.
- We customize delivery of these powerful tools in the format of your organization's choice.

Learn more by visiting [iqvia.com/ushealthcare](https://iqvia.com/ushealthcare)



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