

Better product performance data. For greater marketplace power.

i3 InVision for Managed Markets™ is a zero-footprint online tool built on the i3 Pharma Informatics data warehouse—a patient longitudinal database comprised of eligibility, medical claims, and prescription claims data for a large national insurer—to give sponsors a more nuanced understanding of what’s happening in the market for their product. By going beyond traditional single-dimensional transaction-based analytic measures such as total and new prescription volumes and market share metrics, it can help companies segment and target more precisely, measure more appropriately, and grow faster with less effort.

i3 InVision for Managed Markets provides greater detail than secondary research by gathering:

- Basic metrics: NRx and TRx
- Advanced metrics: Gaps in therapy, new patient starts, persistence, influence, switch to and switch from data
- Customizable metrics and markets
- Commercial and Medicare Part D data

Patient-centric data and metrics

There’s more to what’s happening in the competitive environment than just prescriptions; with i3 InVision for Managed Markets, we’ve added a whole new dimension to understanding health care. Clients can now understand not just the “what,” but the “why” and “who” behind product use with data and metrics that offer a comprehensive view of a patient’s experience, absent any patient-identifiable data. This patient-centricity is invaluable to help grow a pharmaceutical brand.

i3 InVision for Managed Markets’ simple web-based interface shows the relationships between various metrics, and built-in filtering and grouping options allow companies to:

- Identify and examine trends such as prescription volumes and shares over time, variations by prescriber specialties and/or sources, and competitors’ share gains that result from new patient starts and/or switches
- Segment the market by prescribers or groups of prescribers

- Track and compare the performance of custom provider groups, including their performance in relation to specific marketing initiatives
- Detect and follow product-level switching patterns in the market

Spotlight on:

Commercial and Medicare Part D activity

i3 InVision for Managed Markets yields the latest 24 months of paid claims experience and enrollment data and is updated on a monthly basis. Market size is dependent on customer-defined business rules and market definitions. The resulting data represents the most complete view of commercial and Medicare Part D activities within a large national insurer.

Understand prescribing behavior

With a clearer picture of physician prescribing behavior, marketing programs can be highly refined. i3 InVision for Managed Markets clearly shows which physicians really impact sales. This understanding will enable you to capitalize on opportunities and integrate data analyses with constructive, proactive dialogue regarding market performance relative to your goals. With this capability you’ll be better equipped to avoid wasted marketing efforts and focus on what really works—and what can improve your bottom line.



	Commercial	MAPD	PDP
Total Available Unique Member Lives	21,657,785	1,980,997	5,765,165
Members with Medical and Pharmacy Benefits	21,657,785	1,980,997	
Total Available # Physicians (DEAs)	1,455,057		
Total Available # Pharmacies	69,585		
Time Period (Standard Deliverable)	Dec 05–Nov 08		
Paid Pharmacy and Medical Claims through	1/7/2009		

i3 InVision for Managed Markets can help you:

- Understand physician prescribing activity and behavior
- Determine the most influential prescribers
- Evaluate the impact of promotional and medical education programs
- Analyze competitive activity and market share
- Assess PBM control mechanisms
- Track market share by retail/chain pharmacy
- Evaluate the impact of mail order activity, formulary, and plan design

Direct physician marketing

i3 InVision for Managed Markets can profile prescribing behavior by physician, health plan, specialty, city, state, zip code, or by a company’s specific territory alignment. Armed

with this information, you can enhance the tactical execution of your marketing strategy by leveraging key data such as product formulary status, benefit co-pay levels, PBM control mechanisms, and retail/chain pharmacy reports.

Clients can also use this dynamic tool to learn which prescribers exert the most influence on their peers’ prescribing behavior and which are most likely to switch brands or adopt new products—making it possible to refine, improve, and measure marketing on either a plan-by-plan or prescriber-by-prescriber basis.

Contact us

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