

i3 Pharma Informatics combines unparalleled data assets, online tools, and scientific expertise with innovative market intelligence to provide pharmaceutical companies with services and solutions in both clinical development and commercialization. We can help you bring your products to market more quickly, efficiently, and cost effectively and help you make gains in market share, competitive advantage, and return on investment.

Look to i3 Pharma Informatics for information that can help you formulate the strategies that are essential to realizing the full potential of your brands.

A key difference: Our unparalleled data

As a division of UnitedHealth Group, we have exclusive access to one of the largest, most robust, and detailed single research databases in the world containing de-identified patient-level information on millions of individuals from multiple health plans. This proprietary database includes:

- Health plan enrollment data
- Medical claims data
- Pharmacy reimbursement data
- Physician and facility claims data
- Laboratory test results data

We also have the ability to link socioeconomic data (e.g., race/ethnicity, income, net worth, life stage).

DRUG DEVELOPMENT SOLUTIONS

Clinical Informatics Solutions

A smarter use of claims data—for faster clinical trials

By mining the largest available database of private insurance claims in the United States, i3's Clinical Informatics Solutions allow you to find new patients, perform clinical feasibility assessments, locate superior study sites, and more:

- Examine geographic zones
- Create successful protocols
- Assess alternatives more quickly
- Optimize investigator selection
- Expedite patient recruitment
- Avoid costly surprises and delays
- Locate competitive trials

PRODUCT MARKETING SOLUTIONS

i3 InVision™ for Managed Markets

Grow faster through better market knowledge

i3 InVision™ for Managed Markets is an online tool that helps you discern real market patterns for positioning and marketing your product more precisely, efficiently, and effectively:

- 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 your market by prescribers or groups of prescribers
- Track and compare the performance of health plans and custom provider groups, including their performance in relation to specific marketing initiatives
- Detect and follow product-level switching patterns in your market
- Understand the factors driving your share, and the opportunities for growing your share, of the complex and evolving Medicare Part D market

i3 InVision™ Data Mart

More complete data for more precise marketing

As the most comprehensive set of de-identified patient-level longitudinal data based on pharmacy, physician, and facility claims, lab test results, and administrative information on the market, i3 InVision™ Data Mart can be mined to deliver powerful insights about your product or competitors' products, such as:

- Therapeutic persistence
- Incidence and prevalence to identify unmet market needs/off-label use

- Line extensions
- Physician practice patterns and protocol adherence
- Support for the analysis of the cost-effectiveness of various therapies
- Polypharmacy and concomitant use
- How to better differentiate your product

i3 InVision™ Portfolio Manager

A complete view of your business with UnitedHealth Group

i3 InVision™ Portfolio Manager offers full and fast access to our rich database of prescribing activity and behavior across your entire product portfolio, giving you:

- Access to the same vast, fully integrated proprietary database as i3 InVision™ for Managed Markets
- A view of your complete portfolio of business with UnitedHealth Group, a diversified health and well-being company serving more than 70 million people nationwide
- A rich but high-level view of your product in our prescriber patient database
- Baseline information on prescribing patient data and market share
- The convenience of customized market baskets based on your needs
- The ability to quickly evaluate product market share changes over time
- Commercial and Medicare Part D metrics

i3 InVision™ for Market Intelligence

Assess new market opportunities quickly and easily

i3 InVision™ for Market Intelligence helps you quickly analyze the market so you can anticipate and adjust for the factors that impact product use and uptake. Then you can leverage this intelligence to develop a faster, more complete understanding of a market before entering it, or gain deeper insights into your existing therapeutic markets.

Tap into an unsurpassed patient-driven data set:

- Based on patient-level longitudinal data vs. survey-based data for greater accuracy

- More than 50 million unique patient lives annually
- Patient and prescriber activity nationally
- Diagnostic history and socio-demographic information for correlation to utilization behaviors

And understand the market drivers that affect your products and your competitors' products:

- Prescriber characteristics linked to prescribing behaviors
- Patient characteristics linked to prescribers
- All information can be correlated to diagnosis, procedure, or drug

CONSULTING SERVICES

Business Analytics & Consulting

Transforming data into actionable insights

i3 Pharma Informatics also offers customized analytics and strategic solutions that transform data into actionable insights across a wide range of business challenges. Our consulting services are focused in three core areas:

- Managed care—Gain insight on positioning changes, Medicare Part D patterns, and the impact of pharmacy on drug dispensing
- Product- and disease-specific studies—Understand product utilization, patient and treatment flows, disease trends, and forecasting
- Physicians and patients—Examine behavior and develop segments, understand persistency/compliance, impact promotion planning and evaluation, and complement existing physician targeting

Find out how i3's data assets, online tools, and scientific expertise can support your product.

Contact us

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