

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 you 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. Now you can 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 growing 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 you 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



i3 InVision™
Portfolio Manager

Providing a complete view of your business with UnitedHealth Group.

i3 InVision™ Portfolio Manager is a streamlined, easy-to-use reporting solution that offers full and fast access to our rich database of prescribing activity and behavior across your entire product portfolio, including:

- 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 rich and high-level view of your product in our prescriber patient database
- Baseline prescribing information and market share
- Data pooled from commercial, Medicare Part D, and Medicaid lines of business
- The ability to quickly evaluate product market share changes over time

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.

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.

You 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.

To learn more about how i3 InVision for Managed Markets and i3 InVision Portfolio Manager can help support your goals, including a recommendation about their comparative use for your specific needs, talk to an i3 specialist today.

Contact us

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www.i3global.com

	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		