



i3 InVision™
for Managed Markets

i3 InVision™ for Managed Markets is an online tool that gives our clients a better understanding of what's happening in the market for their product, providing substantial depth as well as broad scale. Bridging the gap between primary and secondary market research, i3 InVision for Managed Markets builds on data that demonstrates the longitudinal history of individual, de-identified patients and their relationships with providers. The tool's data, metrics, and methods 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

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

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.

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.

For more information

To find out how i3 InVision for Managed Markets can accelerate your marketing efforts, contact us at:

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