

Get fast, flexible and cost-effective measurement of the non-retail marketplace.

Accurate understanding of institutional distribution and wholesale activity

NonRetailSource® incorporates indirect and direct drug sales into institutions including private and government hospitals, clinics, home healthcare providers, HMO captive pharmacies, mail-order pharmacies, and physical offices.

NonRetailSource® gives accurate answers to business questions about US institutional sales distribution of pharmaceutical products.

- ✓ **Which accounts & classes of trade are driving the highest sales volumes in the market?**
- ✓ **How are infused products being distributed by sub-class of trade?**
- ✓ **What is the volume and WAC dollars of product flowing through wholesalers by geographic area?**
- ✓ **How is pipeline inventory changing over time?**
- ✓ **How much of my drug volume is associated with the 340B government program?**

Valuable intelligence

Visibility of the non-retail channel provides valuable intelligence that can be used to:



Enhance targeting capabilities



Increase launch uptake for new products



Achieve greater returns from your sales and marketing dollars

Top 5 Classes of Trade $\approx 84\%$ of total accounts

NonRetailSource[®] provides drug distribution into over 96% of the commercially available non-retail accounts in the United States.



153k Clinics



49k Physician sales



10k Hospitals



5k Managed care



3k Home health

Use Cases for NonRetailSource[®]

In addition to Incentive Compensation practices, NonRetailSource[®] is used for:

- ✓ Targeting / Segmentation of hospitals and clinics
- ✓ Measuring account sales
- ✓ Designing-realigning hospital sales force
- ✓ Gaining insights about hospitals or other non-retail accounts
- ✓ Integrating other account level data such as promotion, affiliation, or AHA survey data
- ✓ Developing forecasts

NonRetailSource[®] is powered by IDV[®]

Integrated Dataverse (IDV[®]) is Symphony Health's de-identified healthcare data platform for ingesting, integrating, and managing healthcare data across all data foundations. Providing the most comprehensive and interconnected source of healthcare data with extensive prescription, medical, and hospital claims, the IDV is the heart of Symphony Health's data offerings, supporting prescriber, payer, patient, and account insights across commercial, marketing, sales, and managed markets.

Client benefits

- ✓ Identifies broad organizational linkages across multiple sites of care, facilitating comprehensive identification of network influences.
- ✓ Allows for fully-informed account management and contracting activities that take the entire value of the organization into account.
- ✓ Allows for comprehensive market sizing and opportunity identification at a total market level.



Symphony Health[®]
A HealthVerity Company

HealthVerity powers the nation's largest real-world data ecosystem, helping life sciences organizations access and connect claims, lab, EHR and consumer data in a privacy-compliant environment. Following the acquisition of Symphony Health, HealthVerity offers the industry's most comprehensive real-world data ecosystem. Learn more at healthverity.com