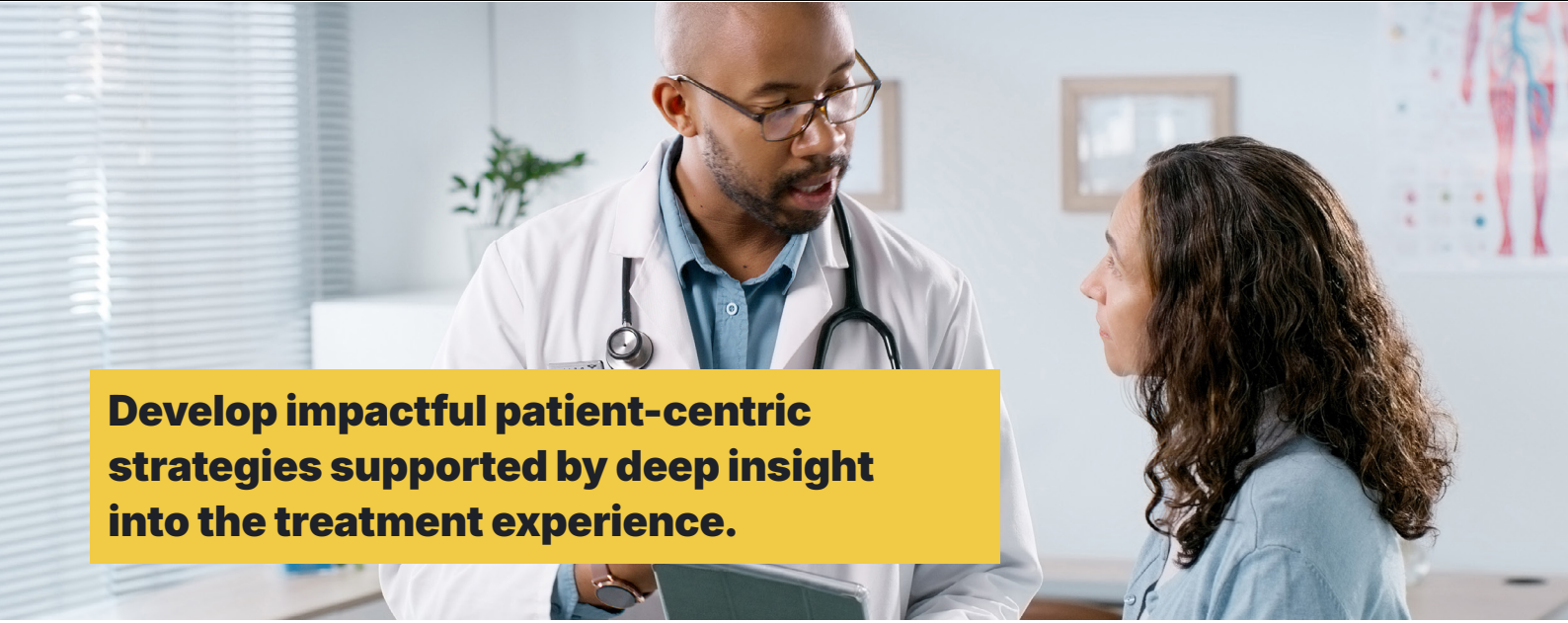




Develop impactful patient-centric strategies supported by deep insight into the treatment experience.

PatientSource[®] is powered by IDV[®]

Integrated Dataverse (IDV[®]) is an unparalleled de-identified open claims* data platform. IDV provides the most comprehensive and consistent view, unifying medical, hospital, prescription, point-of-sale, non-retail, and demographic data. As the core of all data products, it supports prescriber, payer, and patient insights across commercial functions like sales, marketing, and managed markets.



300m+ Patients



7.7m Providers



20+ Years of data history



270+ Unique data sources



20+ Years avg. partnership

9 out of 10

residents are represented each year in Symphony's IDV



9 out of 10

insured residents have prescription transactions captured



PatientSource® includes three dataset options designed to support different analytical needs:

- 01 Patient Transactional Dataset (PTD):** client-configured dataset capturing all claims-based patient activity, including approved and rejected claims, across products, plans, and time.
- 02 Anonymized Patient Longitudinal Dataset (APLD):** client-configured longitudinal dataset capturing final approved claims to support deep analysis of patient journeys over time.
- 03 Symphony FLEX™:** Broad patient-level transactional data across all markets, enabling flexible, cross-use-case analytics.

Identify patient profiles and treatment patterns

PatientSource® leverages robust, anonymized longitudinal patient data to uncover how patients are treated in the real world—and how those patterns shape brand performance. By segmenting patients based on concomitant conditions, dose titration, brand switching, and progression through therapy, brands gain a clearer view of where and how physicians position their products. As patients play a more active role in treatment decisions, understanding patient level behavior and decision making is essential to identifying clinical roadblocks, closing gaps in care, and expanding appropriate utilization.

Key business questions addressed:

- How persistent and adherent are patients—and what clinical, behavioral, or access factors drive drop off?
- How do patients progress through lines of therapy, including dose changes and switching between brands?
- Which patient segments present the greatest opportunity to refine messaging, address gaps, and influence treatment decisions?

Understand market dynamics and access drivers

Patient centric analysis also enables a deeper understanding of the market forces that influence brand success. With access to detailed, HIPAA compliant prescription claims data, PatientSource® reveals how payer coverage, affordability, and support programs shape patient behavior across markets. This visibility helps brands quantify opportunity, assess competitive dynamics, and evaluate the real world impact of access and support strategies on adherence and performance.

Key business questions addressed:

- How does brand share differ between newly treated and continuing patients, and how is that mix changing over time?
- What is the size and growth of the diagnosed patient population, and where are emerging opportunities?
- How do access conditions and patient support programs influence adherence, persistence, and overall brand performance?

With unprecedented granularity and detail, making the most of PatientSource® requires a sophisticated analysis toolkit. Symphony Health offers a suite of tools that make finding the answers almost as simple as asking the questions.



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