

**Support cutting-edge strategies that influence physician behavior with best-in-class prescriber-focused data.**

## Unique insights

With exclusive access to the most detailed prescription claims data in the industry, PayerSource<sup>®</sup> allows for a depth of understanding of managed care impact that is not available anywhere else. Armed with a clear view of plan dynamics, managed markets teams are able to formulate patient strategies to reduce Rx abandonment, develop contracting strategies that drive sales results, and maximize return on field based pull-through efforts.

## Challenges

Brands face an increasing need to understand how payers plan and design impact prescription utilization:

- What level of control do payers have and can they move brand market share?
- What is the share impact of tier placement within specific formularies?
- How are payer benefit design controls affecting my brand's utilization?
- How can we maximize the impact of investment in rebate programs?
- How often is my brand substituted for another product or vice versa?
- What is the impact of co-pay levels on patient reversal of filled prescriptions for my brand?

## Benefits

With full prescription adjudication information and comprehensive market coverage, PayerSource<sup>®</sup> supports analysis that answers these questions, and provides additional insights:



Understand the influence of managed care on your brand's performance



Enhance pull-through programs by identifying plans with the highest potential impact



Uncover drug switching due to formulary restrictions or patient pricing sensitivities



Manage payer contracting and accurately assess ROI of contracts



Optimize rebate strategies



Identify plan formulary co-pay tiers and overall benefit design



## Robust tools support deep understanding

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



## Vantage™ cloud-based applications

Symphony Health's exclusive Vantage™ cloud-based applications facilitate real-time access to IDV® integrated data through tools that support sophisticated analysis and proactive, data-driven strategies across functional areas.

Managed Markets Vantage™ harnesses the power of PayerSource® to support fully informed contracting decisions as well as in-depth analysis of payer dynamics.



## PayerSource® is powered by IDV®

Integrated Dataverse (IDV®) is an unparalleled de-identified 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.



**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](https://healthverity.com)