

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

Fully integrated prescriber data to drive innovative targeting and compensation programs

Specifically developed to deliver deep insight into prescribing dynamics, PrescriberSource[®] can be used to address operational business questions such as:



What is the market share for my products with specific prescribers and by indication?



How does market share vary by territory or geography?



How should sales resources be aligned and allocated?



What is the market potential for each territory or geography?



How are promotional activities influencing prescriber activities?



Are new patients being prescribed my drug of interest?

This unique product enables accurate targeting and incentive compensation within specific geographies. PrescriberSource[®] can be used to target high-impact practitioners based on volume of prescribing within custom market definitions and can track the impact of promotional effort on geography-specific market trends.

PrescriberSource[®] delivers accurate insights that support sophisticated targeting strategies and drive impactful execution.

With the addition of unique focus components, targeting and compensation using PrescriberSource® can be taken to another level, driven by specific insights based on patient dynamics and/or managed care influence.

PatientFocus™	PayerFocus™
Adds patient mix details for each prescriber • Diagnosis details • Source of business (i.e. product switching) • Patient demographics Business questions supported by the addition of PatientFocus™ include: • What is the market share for my product with specific prescribers based on label-compliant diagnoses? • Which patient types make up the majority of prescribing within a specific geography? • What is the volume potential for each territory based on a new indication?	Adds payer details for each prescriber • Volume and market share by managed care plan • Primary and secondary payer Business questions supported by the addition of PayerFocus™ include: • What is the market share for my product by payer? • Which territories are having the most success pulling through managed care contracts? • How is managed care influencing what prescribers write? • How should incentive planning be adjusted based on managed care factors?

PrescriberSource® in conjunction with PatientFocus™ and PayerFocus™ supports territory-specific analysis to drive effective planning and optimisation of field sales activities based on an in-depth understanding of prescribing dynamics. PrescriberSource® also supports tactical implementation in the field through sales reporting that prepares reps with timely information, including patient and payer dynamics.

Accurate prescriber demographics through CustomerSource® integration

PrescriberSource® includes validated demographics from Symphony Health's industry-leading CustomerSource® database. Name, multiple ranked addresses, specialty, and extensive contact information are included for each prescriber and can be used to support accurate alignment and incentive compensation programs based on identification of prescribers who truly practice within a specific geography. Mailing lists to support a variety of prescriber initiatives can also be developed based on prescriber behaviour and demographics.

PrescriberSource® 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.



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