



Enhance your market access strategy with comprehensive insight into how health plan benefit design influences patient access and commercial performance

Unique insights

The actual benefit design a patient has from their health plan is based on several factors, and formularies can vary even for plans with the same name. True Benefit Design allows you to go deep into how prescriptions are adjudicated to fully understand the impact payer utilization management has on brand performance.

Benefits



Clear insight into the patient journey for pharmacy benefit products and impact of rejection reasons on access to the initially prescribed therapy



Uncover secondary payer coverage including patient assistance programs



Quantify effectiveness of utilization management protocols such as Prior Authorizations and Step Edits



Tactical pull through insights at the individual HCP, territory level and Payer level



Measure competitive product substitution at the pharmacy driven by payer policies



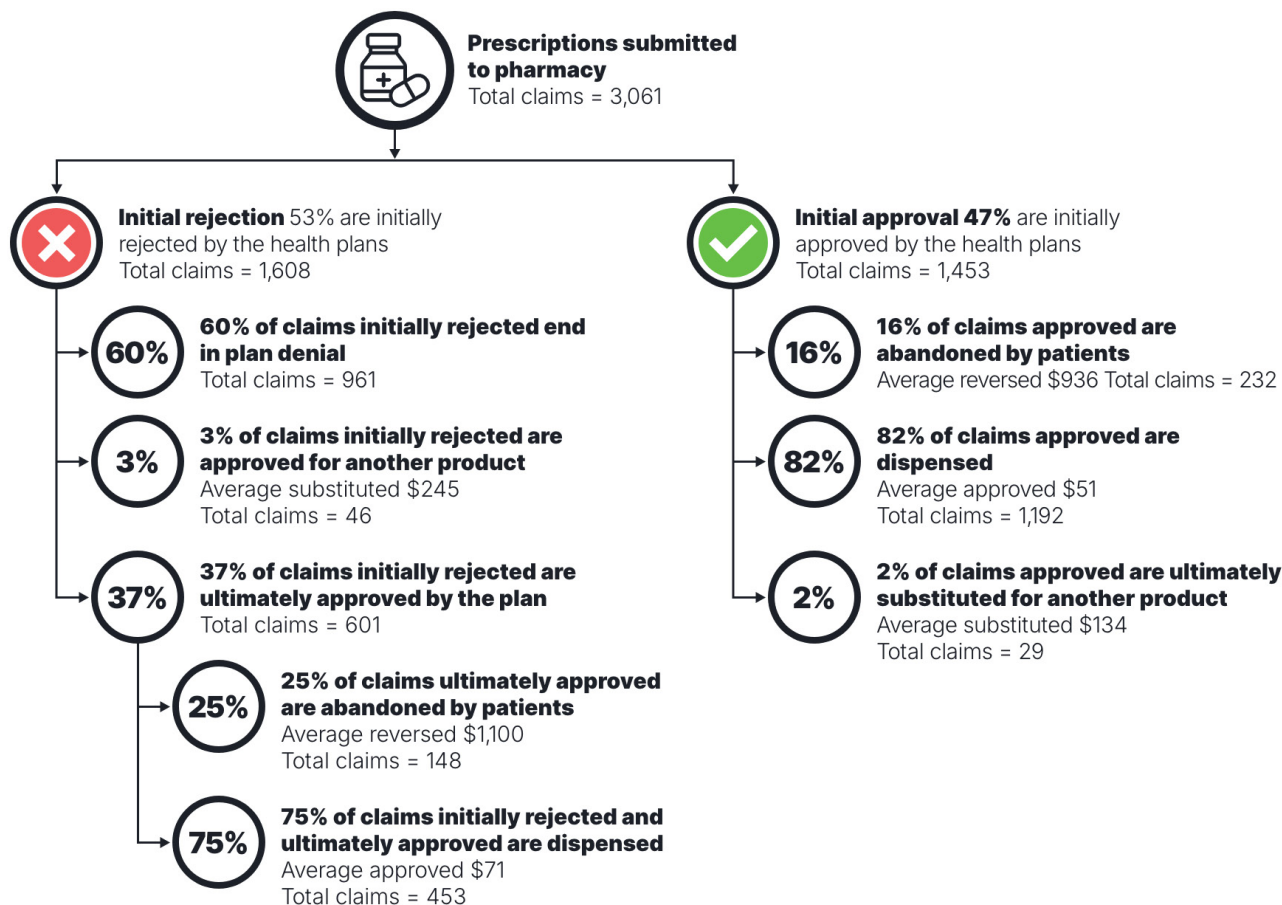
Enables improved payer segmentation to inform payer contracting and field rep effectiveness



Visibility in the patient's ability to overcome market access hurdles supported by detailed payer and patient paid amounts

Prescription adjudication

True Benefit Design leverages longitudinal patient data to follow the complete prescription journey for pharmacy benefit products from initial adjudication to the ultimate outcome, including approvals, denials, abandonment, and competitive product substitution.



True Benefit Design helps answer critical questions:

- How many prescription claims are initially rejected by payers and for what reason?
- What happens to prescriptions initially rejected?
- How restrictive are formulary controls in place? Are patients able to overcome them?
- How does utilization management really compare across payers?
- How long does it take for a prescription to be dispensed?
- Are payers driving product substitutions?
- What are patients expected to pay for approved prescriptions?
- Is patient expense driving prescription abandonment?
- Where will pull through tactics be more effective?



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