

i3 Pharma Informatics combines unparalleled data assets, online tools, and scientific expertise to help you attain a clearer understanding of your products' potential and corresponding market dynamics. Such an enhanced perspective is essential to making more rapid, informed decisions throughout development and commercialization.

By utilizing our next-generation market intelligence, you can gain unprecedented longitudinal insight into the performance or behaviors of:

- Your products
- Competing products
- Patients
- Physicians
- Clinical investigators

We begin with unparalleled data

As a division of UnitedHealth Group, we have exclusive access to one of the largest, most robust, and detailed single research databases in the world containing de-identified patient-level information on millions of individuals from multiple health plans. This proprietary database provides unmatched depth, detail, and timeliness of health care information, including:

- Health plan enrollment data
- Medical claims data
- Pharmacy reimbursement data
- Physician and facility claims data
- Laboratory test results data

We also have the ability to link socioeconomic data (race/ethnicity, income, net worth, life stage).

Better tools for viewing our data: rich Internet-based applications

Applying our proprietary and patented data mining technology to our tools can help you:

- Enhance your understanding of your products' performance in the marketplace

- Better inform stakeholders—including patients, physicians, managed care organizations, and government regulatory agencies—regarding appropriate use of products
- Demonstrate your products' cost-effectiveness in the real world (i.e., addressing reimbursement challenges)
- Quickly detect potential safety signals
- Support protocol design and help expedite investigator identification and patient recruitment for clinical trials

PRODUCT MARKETING SOLUTIONS

i3 InVision™
for Managed Markets

Grow faster through better market knowledge

i3 InVision™ for Managed Markets is an online tool that helps you discern real market patterns for positioning and marketing your product more precisely, efficiently, and effectively. This user-friendly tool can help you:

- Identify and examine trends such as prescription volumes and shares over time, variations by prescriber specialties and/or sources, and competitors' share gains that result from new patient starts and/or switches
- Segment your market by prescribers or groups of prescribers
- Track and compare the performance of health plans and custom provider groups, including their performance in relation to specific marketing initiatives
- Detect and follow product-level switching patterns in your market
- Understand the factors driving your share, and the opportunities for growing your share, of the complex and evolving Medicare Part D market

You can even go beyond drugs and medical conditions to report by insurance type, prescribers, prescription type, pharmacy chain, and geography. i3 InVision for Managed Market's more flexible, multi-dimensional analysis enables you to refine your reports so you can understand exactly what is happening in the market—and apply your resources effectively for maximum marketing ROI.

i3 InVision™ Data Mart

More complete data for more precise marketing

i3 InVision™ Data Mart provides more richly detailed de-identified patient longitudinal information than other data products on the market. InVision Data Mart can be mined to deliver insights about your product or competitors' products, such as:

- Therapeutic persistence (including side effects and effectiveness)
- Incidence and prevalence to identify unmet market needs/off-label use
- Line extensions
- Physician practice patterns and protocol adherence (including line-of-therapy analysis, titration, and augmentation)
- Support for the analysis of cost-effectiveness of various therapies
- Polypharmacy and concomitant use
- How to better differentiate your product

CONSULTING SERVICES

Business Analytics & Consulting

Transforming data into actionable insights

Our customized study design and reporting can help clients in the pharmaceutical, biotechnology, and medical device markets transform data into actionable insights to address specific business challenges. Highly skilled experts who combine therapeutically specialized clinical research, analytics, and broad industry knowledge contribute to our custom analytics solutions, while our consulting capabilities are concentrated in three core areas:

- Managed care—providing insight on payer/reimbursement issues, understanding Medicare Part D patterns, and regarding the impact of pharmacy on drug dispensing
- Product- and disease-specific studies—to enhance understanding of product utilization, diagnoses trends, and forecasting
- Physician and patient behaviors—for better focus on persistency/compliance, promotion planning and evaluation, and optimization

DRUG SAFETY SOLUTIONS

i3Aperio®

Insights on drug safety. Faster.

i3 Aperio® is an innovative and proactive tool for signal detection and evaluation that can help researchers identify signals that could indicate a drug's potential safety issues in near-real time.

Data produced by i3 Aperio can enable users to:

- Track a new or existing drug's safety profile in a real-world environment
- Continually improve the post-marketing surveillance of newly approved drugs
- Monitor usage patterns and prescribing to patients with contraindications as an integral component of the risk management plan
- Support research and development decision making
- Put safety signals into a comparative context and permit the exploration of new patterns

DRUG DEVELOPMENT SOLUTIONS

Clinical Informatics Solutions

A smarter use of claims data—for faster clinical trials

By leveraging the nation's largest private database of insurance claims, i3 is able to count the patients who match trial protocol and tell you where they are, investigator by investigator, to help you launch clinical trials more quickly. Employ our Clinical Informatics Solutions to:

- Create successful protocols
- Assess alternatives more quickly
- Optimize investigator selection
- Expedite patient recruitment
- Avoid costly surprises and delays

Find out how i3 Pharma Informatics data assets, online tools, and scientific expertise can assist in your next project.

Contact us

(866) 306 1321 or (801) 982 3402

info@i3pharmainformatics.com

www.i3pharmainformatics.com