

## Business Analytics and Consulting

**i3 Pharma Informatics offers customized study design and reporting that can help clients in the pharmaceutical, biotechnology, and medical device markets transform data into actionable insights to address their specific business challenges.**

Our business analytics and consulting solutions are the product of:

- A unique intersection of data, expertise, and information systems
- Highly skilled experts who combine clinical research, analytics, and industry knowledge
- A dedicated team with diverse experience across many facets of the industry, including data, market research, marketing, consulting, sales, and government

### Consulting capabilities: three core areas

i3 Pharma Informatics consulting services focus in three specialized areas that are key to helping our customers address their specific challenges.

1. With expertise and unsurpassed data in the **managed care** arena, we provide insight for payer/reimbursement issues, for understanding Medicare Part D patterns, and regarding the impact of pharmacy on drug dispensing.
2. Our experts can also provide insight and consulting services for **product and disease** specific studies to enhance the understanding of product utilization, diagnoses trends, and forecasting.
3. Additionally, we can provide a clearer view into what is driving the behaviors of **physicians and patients** for better focus on persistency/compliance, promotion planning and evaluation, and optimization.

### Data-driven insights for marketing, sales, and account management

Utilizing our consulting services can help turn rich primary and secondary data into specific intelligence that can significantly impact your marketing, sales, and account management efforts:

#### Marketing & Sales

- Treatment patterns—identify opportunities to appropriately expand use
- Segmentation—target audiences driving demand
- Market trends—uncover unmet needs/niche markets
- Product utilization—gauge product use in market
- Persistence/compliance—affect change with patients
- Evaluation and planning—examine ROI on programs
- Forecasting—assess future product demand
- Pharmacy and physician targeting—provide direction to the field force

#### Account Management

- Support pull-through programs
- Help providers create appropriate programs for Medicare Part D members
- Demonstrate improvement in overall outcomes
- Prove superiority versus competitors
- Fill a “niche” need for plans

### **Breadth and depth of therapeutic experience**

The i3 Pharma Informatics team boasts a wide range of experience across many therapeutic areas, including:

- Cardiovascular diseases
- Musculoskeletal disorders
- CNS
- Oncology
- Respiratory and infectious diseases
- Skin disorders
- Women's health
- Urological disorders

Find out how i3 Pharma Informatics' industry experts can leverage data and analytics to drive your business results.

### **Contact us**

US (866) 322-0959

UK +44 (0) 1895 455380

[www.i3pharmainformatics.com](http://www.i3pharmainformatics.com)