



DATA NICHE - PartDView™

Thought one comprehensive view of Part D plan design and performance didn't exist? Think Again.



Medicare Part D changed the contracting landscape. Although its implementation resulted in a surge of business, it also increased complexity and market forces. Items such as cost controls, data transparency, payer consolidation, and heightened government oversight are creating new barriers to future success. With these factors working to increase competition, it is more important than ever to closely monitor and analyze contract performance against your strategic plan designs.

PartDView provides access to a comprehensive data set of plan level prescription activity and plan design intelligence through one intuitive online view. With these key analytics available in one place, you'll be able to quickly monitor contract performance and create innovative strategies to gain a competitive edge in the marketplace.

Resources Required to Take the Lead in Part D

POWERFUL DATA INTEGRATION

PartDView incorporates the following monthly data assets:

- *IMS projected plan level prescription utilization data (TRx, NRx)*
- *CMS plan design (Copay, Tier Level, Prior Authorization, and Step Therapy)*
- *CMS enrollment by plan at the national and state levels*

IMS plan level prescription data is the industry "gold standard" when it comes to accuracy and granularity, while CMS is seen as the authority for reporting up-to-date and all inclusive plan design details. Now available in PartDView, this powerful combination of data sources will allow you to investigate and understand Part D contract performance better than ever. Access to IMS' industry-leading plan intelligence will ensure confidence as you analyze market trends for your products and your competitors. In addition, by providing the critical link to CMS plan design and enrollment data, you'll have the power to correlate the effect of contract variables such as Co-Pay, Tier Level, Prior-Authorization and enrollment on product utilization. By gaining insights from this new vantage point, you'll be better equipped to adapt and innovate in this changing and competitive environment.

FAST FLEXIBLE REPORTING CAPABILITIES

PartDView is provided through a secure online portal delivering intelligence with flexibility and speed. With all system capability and data variables available from one menu bar, you'll be able to create numerous report combinations and save specifications with ease. Sharing information is also made simple with export options that allow data to be quickly downloaded.

TIME IS OF THE ESSENCE

PartDView is available 24/7 and uses the latest technology giving you the ability to run the largest reports in seconds from any location. This provides you the intelligence to stay ahead and more time to devote to critical contracting tasks.

With PartDView you have the resources needed to:

- Access & distribute information quickly to your teams in the field on Part D plan performance by market share and variance
- Relate utilization to enrollment and formulary status
- Quickly monitor market changes over time at the national, regional, and state levels
- Review historical trends to evaluate effect of formulary status on transaction volume
- Monitor and track formulary changes by product and plan
- Target & monitor Part D payers and plans
- Create custom market baskets to measure & monitor contract performance against national Part D benchmarks

Please contact Eirik Olsen for more information at 847-444-2498 or eaolsen@us.imshealth.com.