



DATA NICHE - StateView Plus™

Thought you couldn't take your Medicaid intelligence to the next level? **Think Again.**



Newly released from Data Niche, StateView Plus is taking Medicaid and State Pharmaceutical Assistance Program (SPAP) market share intelligence to the next level.

StateView Plus is a powerful integration and expansion of our StateView™ and PDLView™ services, enabling you to quickly obtain and share critical market insights more efficiently and precisely than ever before.

StateView Plus brings together summarized census level utilization data from over 40 state Medicaid Agencies, 16 SPAPs, CMS quarterly Medicaid utilization data for all 50 states, and state formulary status to provide you with a greater understanding of Medicaid market trends down to the NDC-11 level.

To drive this data intelligence, we have increased reporting flexibility and implemented the following essential system enhancements:

- ❖ *New time-saving technology allowing users to build customized profiles that automatically send monthly reports by email*
- ❖ *The ability to seamlessly combine Data Niche and CMS data sources in a single step*

Why Medicaid Intelligence Matters

NEW REGULATIONS & GROWING EXPENDITURES

The implementation of the Medicare Modernization Act in 2006 caused a one-time drop in Medicaid utilization. However, Medicaid expenditures are projected to grow. According to CMS estimates*, Medicaid spending will reach pre-2006 levels by the year 2014.

Initiatives to improve care and expand eligibility continue to drive State Medicaid agencies to look for innovative ways to reduce the cost of prescription drugs. Strategies include state purchasing pools, supplemental rebates, prior-approval status, preferred drug lists, and others.

In addition, the Deficit Reduction Act (DRA) of 2005 provides states even more flexibility to reform their Medicaid programs over the coming years.

As more and more States implement changes to their programs and growth projections become reality, monitoring and anticipating these changes is critical and necessary to your overall understanding and positioning in the marketplace.

* CMS, Office of the Actuary, projections based on the 2005 version of the National Health Expenditures released in January 2007.

StateViewPlus, the most comprehensive Medicaid and SPAP market intelligence service available, gives you the ability to:

- View quarterly data for 50 states and 16 SPAPs to examine the impact of PDL and Prior Authorization status
- Track competitive performance by absolute number and relative percent of market share by dollars, units, and Rx's at the NDC-11 level
- Investigate market potential for new product launches with historical information back to the year 2000
- Assess the impact of new AMP reporting transparency as a result of the DRA
- Evaluate potential return of promotional efforts and supplemental rebate contracts
- Determine the impact of generic substitutions and multi-state purchasing pools
- Monitor utilization of the top 20 physician administered drugs as states comply with DRA requirements

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