



Brand and Payer Analytics

Overview

Model N Brand and Payer Analytics (BPA) is a cloud-based software application targeting brand managers, payer marketing and sales operations at major pharma companies in the North America. The solution provides insightful analytics and industry best practice in one package delivered in clouds. The application is augmented by data services that integrate, cleans and align disparate data sources on a regular basis to ensure timely and accurate information.

Key Features

Track Brand and Market Performance

Provide one-stop place for brand managers to monitor and track and compare the performance of their brands and the corresponding market baskets.

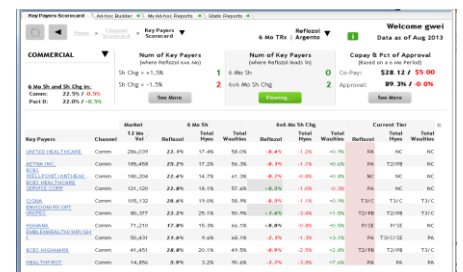
- Track performance and trends in different views: Executive View, Market View and Product View
- Compare performance by channel, region, competition
- Drill down to territory and physician levels
- A variety of vital performance metrics presented in easy-to-understand graphical forms



Measure Payer Performance and Influence

Enable brand manager, payer marketing manager and managed markets manager to review key performance indicators by channel and key payers.

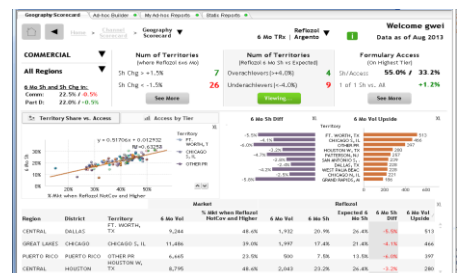
- Review volume, market share, market share change by payer
- Compare performance of my brand and competitive brands side by side at key payers
- Drill down to individual payer to highlight main performance drivers.



Support Effective Pull-Through

Review performance by geography and sales alignment and benchmark the territory performance against national average.

- Regress the territory market share and market access to draw national trend line for benchmarking
- Identify underachieving territories
- Quantify and rank opportunities for pull through



Marketing & Sales Analytics Suite:

Local Markets

Brand & Payer Analytics

Field ImpACT





Review Impact of Formulary Status, Claims and Co-Pays

View average co-pay and lifecycle of claims by payer to assess their impact on payer performance. Summarize the effects of formulary status.

Brand and Payer Analytics is the industry-leading cloud-based solution that packages pre-configured, easy-to-use best-practice visualizations accessible via both desktop and iPad to meet your regular analytics needs.

- Compare average co-pays and co-pay changes by payers
- Characterize the dynamic lifecycle of the claims process: approved/rejected/reversed claims and their changes by payer
- Quantify brand's market share and access by formulary status

Integrate, Cleanse and Align Disparate Data Sources

Provide a single source of truth (consistent roll-up, mapping) consolidating Rx-Formulary-Claims and in-house data sources.

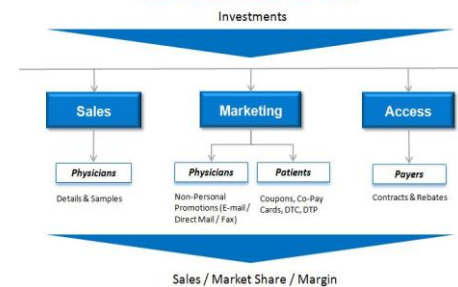
- Experience in integrating most third-party syndicated data sources, including IMS, Symphony Health, Medimedia and Fingertip
- Data alignment services address constantly changing payer alignments; cleanse syndicated data, 24 x 7
- Deliver the all-in-one services at a predictable cost – H/W, S/W, Data alignment, Analysts, in the clouds

The Industry Trends in Managed Markets

The increased market competition due to generics and “patent cliff;” consolidation within PBMs, pharmacy chains, and sponsors with their increased influence, as well as the rising pace of regulatory changes are causing challenges for manufacturers. In the US market, pharma companies recognize the declining importance of physicians compared to the increased clout of payers and patients. Payers control 80% of prescription drugs sold in the U.S and manufacturers paid ~\$80B to secure favorable access. Therefore brand performance must be viewed and assessed in the context of market access.

According to a 2014 IMS report based on extensive study, *The New Metrics of Market Success*, many pharma companies in the US, in recognition of the new trend of increasing payer clout, have moved toward new commercial models or have attempted to implement geographically dispersed organizational strategies that require differing levels and types of sales investment.

“Optimize Investments (People, Programs and Rebates) to Drive Sales Based Growth Potentials at the Local Markets”



It is therefore necessary to take a holistic view of marketing, sales and access, measure the market success in meaningful metrics and coordinate the investments in different drivers to achieve market success. Model N's Pharma Market & Sales Analytics suite, which consists of Brand and Payer Analytics, Field ImpACT and Local Markets analytic services, provides such a complete solution that addresses these challenges.



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More Revenue. Made Simple.