# Optum

Clinformatics for Managed Markets

Get better product performance data for greater marketplace power.

Optum® Clinformatics® for Managed Markets is a zero-footprint, online tool built on the Optum proprietary data warehouse — a patient longitudinal database of eligibility, medical claims and prescription claims data for a large national insurer. It gives sponsors a deeper, more refined understanding of what's happening in the market for their product.

By going beyond traditional single-dimensional, transaction-based analytic measures, such as prescription volumes and market share metrics, Clinformatics for Managed Markets can help you segment and target more precisely, measure more appropriately and grow faster with less effort.
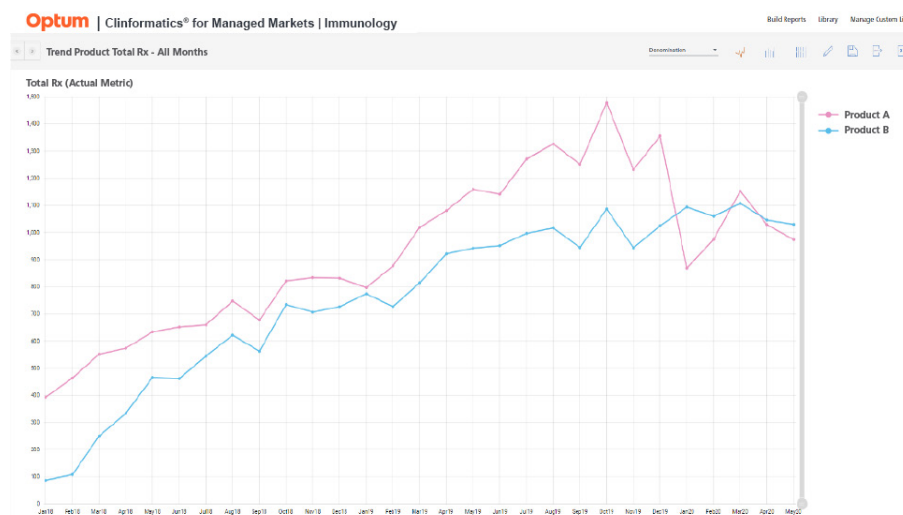
Gain a deeper, more refined understanding of what's happening in the market for your product so you can:

- Segment and target more precisely
- Measure more appropriately
- Grow faster with less effort

Clinformatics for Managed Markets sample metrics

Prescription metrics

- Days supplied (average and total)
- Units (total, per Rx, per day)
- Dispense As Written (DAW) Rx
- Total (T) Rx
- New (N) Rx
- Originator Rx
- Medication possession ratio (MPR)
- Switch from Rx
- Switch to Rx

Patient metrics

- Total patients
- New patients
- New-to-therapy patients
- Lost patients
- Continuing patients
- Discontinued patients
- Reinitiating patients
- Switch from patients
- Switch to patients
- Age
- Gender

Cost metrics

- Copay ranges
- Patient payments (average and total)
- TROOP (average and total)
- WAC (average and total)

Patient-centric data and metrics

There's more to what's happening in the competitive environment than just prescriptions. With Clinformatics for Managed Markets, we've added a whole new dimension to understanding health care. Now you can understand not just the "what," but the "why" and "who" behind product use with data and metrics that offer a comprehensive, anonymous view of a patient's experience.

The nimble, web-based interface of Clinformatics for Managed Markets shows the relationships between various metrics while built-in filtering and grouping options allow you to:

- 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 the market by prescribers
- Evaluate persistency and compliance
- Detect and follow product-level switching patterns in the market

With Clinformatics for Managed Markets, you'll be better equipped to avoid wasted marketing efforts so you can focus on what really works — and what can improve your bottom line.
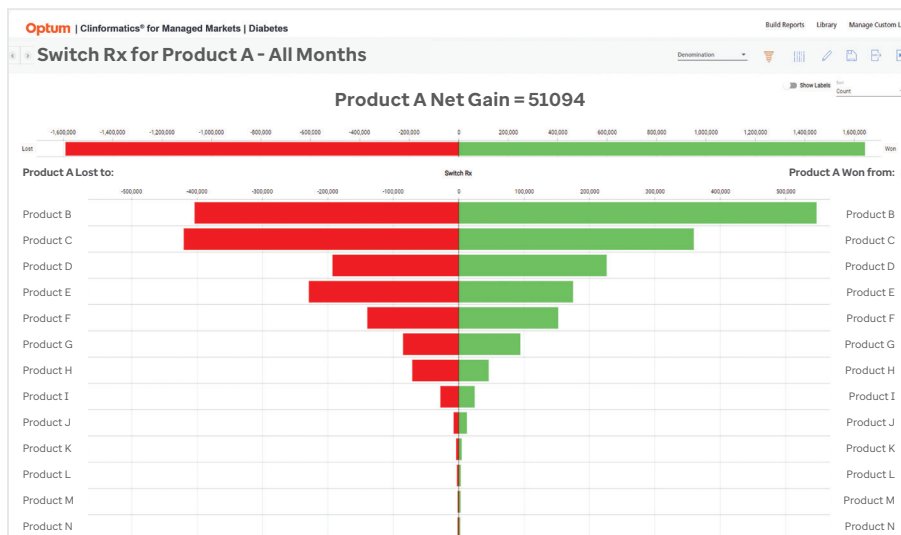
Understand prescribing behavior

With a clearer picture of physician prescribing behavior, marketing programs can be highly refined. Clinformatics for Managed Markets clearly shows which physicians really impact sales. This understanding allows you to capitalize on opportunities and integrate data analyses with constructive, proactive dialogue regarding market performance relative to your goals. With this capability, you'll be better equipped to avoid wasted marketing efforts and focus on what really works — and what can improve your bottom line.

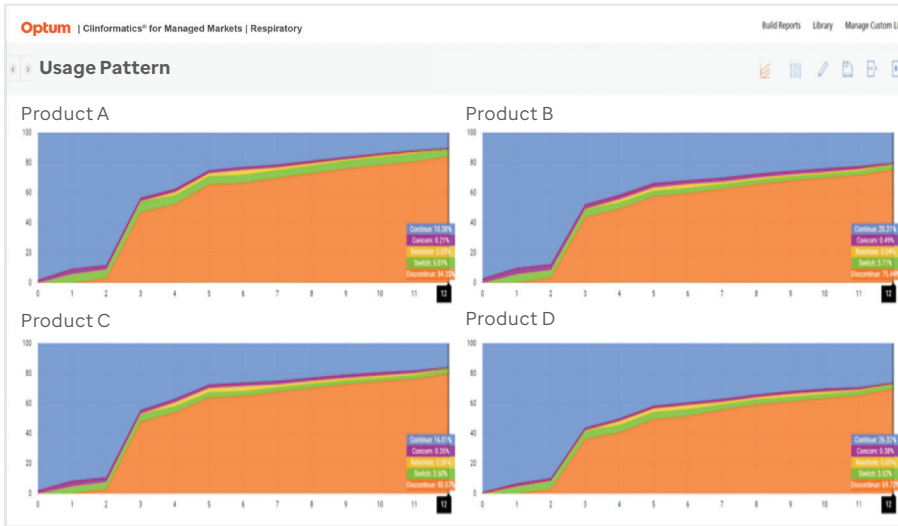Clinformatics for Managed Markets can help you:

• Understand physician prescribing activity and behavior

• Determine the most influential prescribers

• Evaluate the impact of promotional and medical education programs

• Analyze competitive activity and market share

• Track market share by retail or chain pharmacy

• Evaluate the impact of mail-order activity, formulary and plan design

Direct physician and pharmacy marketing

Clinformatics for Managed Markets can profile prescribing behavior by physician, pharmacy, specialty, city, state, ZIP code or a company's specific territory alignment. Armed with this information, you can enhance the tactical execution of your marketing strategy by leveraging key data such as product formulary status, benefit copay levels, pharmacy care service control mechanisms, and retail and chain pharmacy reports.

You can also use this dynamic tool to learn which prescribers exert the most influence on their peers' prescribing behavior and which are most likely to switch brands or adopt new products — making it possible to refine, improve and measure marketing on either a plan-by-plan or prescriber-by-prescriber basis.

Let us help you connect the dots

To learn more about Clinformatics Managed Markets, connect with us today.

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