Use ValueCentric PharmacyView services to fully understand your market landscape and product potential. Decile and segment pharmacies, identify and prioritize your greatest opportunities, create stocking strategies and goals, and track performance over time.

- Direct patients and physicians to stores stocking your product near their home, work, or hospitals, ensuring the likelihood of Rx fills and maximizing patient compliance
- Prior to product launch, create stocking strategies that target specific pharmacies, set goals and create dashboards to track performance
- Gain visibility into store shelf stock and identify distribution issues with near real-time prescription, inventory, and sales data

**MARKET VISIBILITY**

ValueCentric’s Market Visibility module plays an integral role in the PharmacyView reporting suite, providing highly accurate estimates of store-level sales and inventory when actual data is not available. Our comprehensive data assets, proprietary methodology, and our ability to validate results using actual pharmacy data make ValueCentric’s Market Visibility module the best in the industry.

**SEGMENTATION & TARGETING**

Using a combination of Rx and sales data across the therapy class, develop a pharmacy segmentation that aligns with the current marketing strategy. Use this segmentation to define a pharmacy promotion strategy with high impact messages delivered through personal or non-personal promotion.

**STORE LEVEL INVENTORY**

Track your product inventory at the national, chain, and store level. Understand current inventory liabilities, and identify unusual increases or decreases over time. Using the store level inventory, direct physicians and patients to pharmacies most likely to have your product available on the shelf, minimizing product abandonment.

**KEY BUSINESS BENEFITS:**

- Obtain complete visibility into all downstream customer sales
- Make sure every Rx is filled – construct accurate profiles of pharmacies and patient behavior
- Direct patients and physicians to retail pharmacies stocking your product
- Actionable intelligence throughout the product lifecycle including launch, post-launch & loss of exclusivity
Gain insight into detailed financial information about competitive products to help understand the payer/plan/product dynamics. Identify changes in reimbursement and formulary status in real time, months before primary research results are available.

**OVERVIEW: FINANCIAL METRICS - AT THE PRODUCT/PAYER/PLAN LEVEL**

**PAYER/PLAN REIMBURSEMENT**
Quickly identify changes in payer/plan reimbursement strategy by tracking market share, copay, and reimbursement. At a product level for the whole therapy class, identify trends in deductible vs. coinsurance vs. flat copay, to gain visibility into payer impacts on your product and competitor products.

**COMPETITOR FINANCIAL INSIGHT**
Measure various financial metrics at a product level, including generics and specialty products. Visibility into WAC, insurance reimbursement, copay, secondary payer reimbursement, and final copays. Identify high deductible and coinsurance plans, and determine when copay assistance is most needed.

**COPAY CARD ANALYTICS**
PharmacyView’s copay card intelligence provides benchmarking tools to compare your financial assistance programs against competing products. Identify unique utilization patterns across geographies and sales territories to optimize product placement. Compare manufacturer payouts, analyze cash and 3rd party payment usage, and understand initial and final patient out of pocket expenses.

**KEY BUSINESS BENEFITS:**
- Analyze competitor’s copay cards to help define consumer assistance benefits
- Use demographic & patient access program data to ensure patients are receiving your product
- Gain visibility into payer impacts on your product vs competitor products
- Understand the impact of secondary payers in the market

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