

# SPECIALTY DATA SERVICES

FOR PHARMACEUTICAL MANUFACTURERS



## AT A GLANCE:

### Specialty Consulting Services

ValueCentric provides a detailed review of product channel strategies, whether for launch or agreement redesign, and helps develop data exhibits and contracts that meet the unique needs of your product and/or therapeutic class.

### Data Aggregation & Management

ValueCentric aggregates data from sources across the specialty value chain and integrates it at the HCO, HCP, payer, and patient level to provide consistent tracking of product movement and patient activities.

### Patient Journey Analytics

ValueTrak Patient Journey reporting provides longitudinal patient tracking to identify obstacles affecting patient access and impacting progress toward achievement of desired patient outcomes.

### Performance Reporting

ValueCentric delivers actionable insights through the ValueTrak platform including alerts and scorecards to optimize specialty provider services, product performance, and patient care.

# WHY CHOOSE VALUECENTRIC?



Seasoned consultants know how to harness the value of specialty data to maximize patient care and outcomes



Dedicated analysts take corrective actions on quality issues on behalf of our customers



Team members have delivered data strategy and contracting guidance for over 40 specialty launches



Our HIPAA compliant de-ID services are utilized by over 90% of the specialty pharmacy market



50+ Specialty manufacturers rely on actionable insights delivered via ValueTrak reporting, alerts, and scorecards



Flexible data delivery options include cloud-based publishing of data to any data warehouse system or BI tool

## Specialty Consulting Services:

With in-depth experience in all therapeutic categories, our team has the expertise to optimize your product launch or help re-engineer your data strategy, aggregation, and reporting for your existing portfolio. We provide contracting guidance and recommendations for data elements, data quality requirements, service level agreements, and clear enforcement language to help ensure you receive complete, accurate, and timely product and patient care data.

ValueCentric works with our manufacturer partners to identify key metrics that will help measure success and optimal patient outcomes resulting in data that drives improvements in specialty provider services, product performance, and patient experience. As a result of our extensive work with data providers, we have a deep understanding of available data sources - their value as well as their limitations. In addition to leveraging our industry knowledge, our team provides innovative approaches to address unique requirements driven by product profiles or stakeholders' needs.

## Data Aggregation & Management:

ValueCentric receives, processes, maps, validates, and fully integrates data from your specialty providers - distributors, pharmacies, and hubs; as well as copay, PAP, lab, and EHR data providers. Our comprehensive and flexible specialty data model and data processing business rules engine eliminates the need for custom coding - significantly reducing data provider on-boarding effort and overall implementation time.

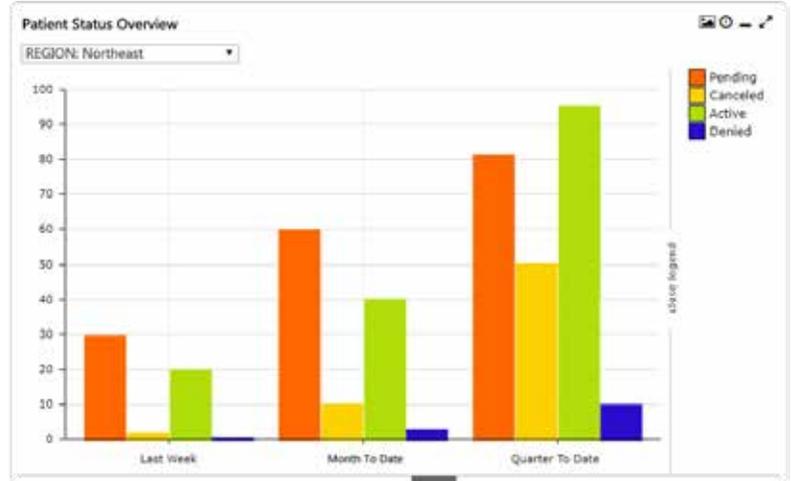
ValueCentric patient de-identification services utilize dual site-key level encryption technology to ensure maximum HIPAA compliance while providing longitudinal alignment of patient records. Data can be aggregated at the healthcare organization (HCO), healthcare practitioner (HCP), payer, and patient level to provide continuous tracking of product movement and the patient-related activities.



## Patient Journey Analytics:

Access to accurate and actionable patient level insights across all specialty providers is key to gaining a complete understanding of patient needs to improve patient access and outcomes. The ValueTrak platform clearly highlights opportunities to improve the patient journey with both pre-configured and custom reports including metrics such as: patient status aging, hub efficiency, therapy gap days, and patient enrollment details.

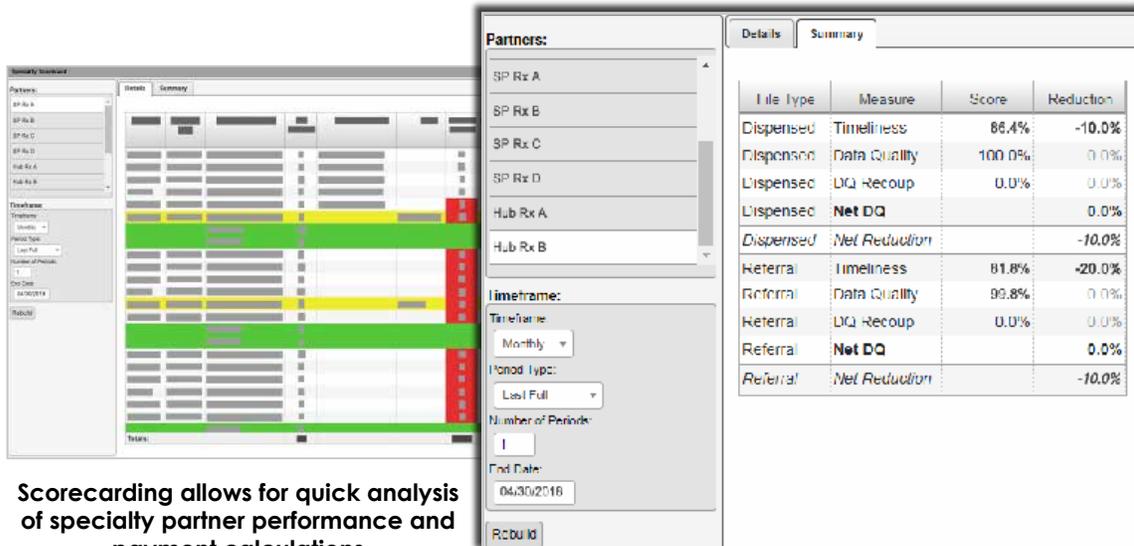
Mobile-optimized Patient Journey reports for field sales representatives provide exception-based views to clearly identify issues affecting patient access, such as unsuccessful enrollments or excessive patient status aging. Patient Journey reporting leverages our patient de-identification capabilities providing one unique ID for a patient maintaining the longitudinal integrity of the patient information and allowing manufacturers to track patients moving across specialty providers.



The Patient Status Overview report shows a high level territory view of patients in progress to receiving therapy

## Performance Reporting:

ValueTrak data quality reports analyze key metrics such as % of files received on time, number of errors, and length of time for data providers to resolve issues. The fully automated Specialty Scorecard provides comprehensive capabilities to measure and report on specialty provider contract compliance. Scorecard metrics include data quality key performance indicators (KPIs) and performance metrics such as patient counts, Rx counts, fill rate, time to fill, and medication possession ratio. Daily scorecard updates enable customers to monitor specialty provider performance, investigate issues for resolution, and identify proactive measures to drive increased compliance.



Scorecarding allows for quick analysis of specialty partner performance and payment calculations

AGGREGATE ↔ CLEANSE → PRESENT



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