

# IMS Payer Insights



Do you know who's paying for your brand's prescriptions? Obtaining market access in an era of cost management means broadening the customer definition. More than ever, this means including private payers.

## WHY IMS PAYER INSIGHTS?

Building market share for your brand is not about just understanding the prescribing patterns of physicians. It's also about understanding who is paying for the prescriptions and how cost-control measures imposed by payers influence your market share.


Payer insights vary by disease state, by formulary status, and by physician. IMS Brogan's prescription database offers unparalleled access to robust payer insights across the country at any level of geographic granularity. It is the only source of highest financial payer information that shows the balance between Cash, Public, and Third-Party splits by product, regardless of formulary access differences across provinces.


## CARRIER-LEVEL INSIGHTS NOW AVAILABLE


New to our prescription database is the ability to further understand third-party reimbursement by insurance carrier. Our database provides a representative sample of all carriers and their respective shares in each province. Whether your interests are best served by national or provincial pricing, IMS Carrier Insights will give you what you need to make the best decisions for your brand.


With IMS Payer Insights, you'll have the precision needed to accurately identify the sources and interplay of privately and publicly-paid prescriptions with ease and capture a product's full potential throughout its lifecycle:

- Understand the size of the public and private market segments as part of brand strategy
- Differentiate your product according to who is paying; improve targeting, messaging, and sampling

 +1 514 428-6000 (MONTREAL)

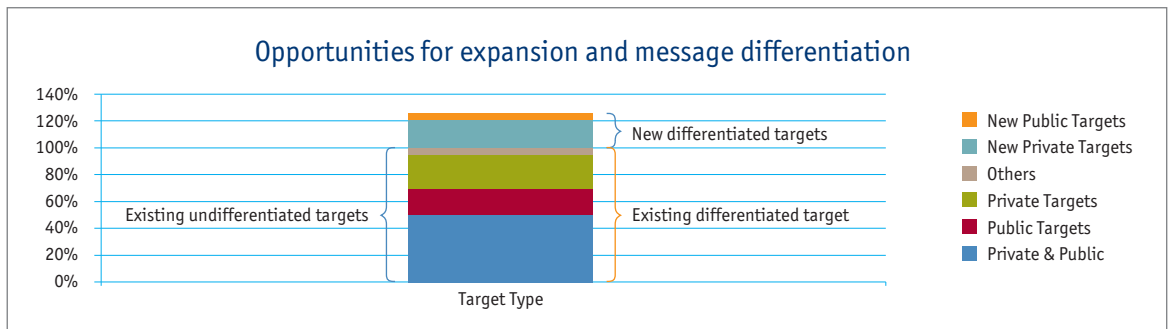
 +1 613 599-0711 (OTTAWA)

 +1 905 816-5000 (TORONTO)

 [www.imsbrogansolutions.com](http://www.imsbrogansolutions.com)

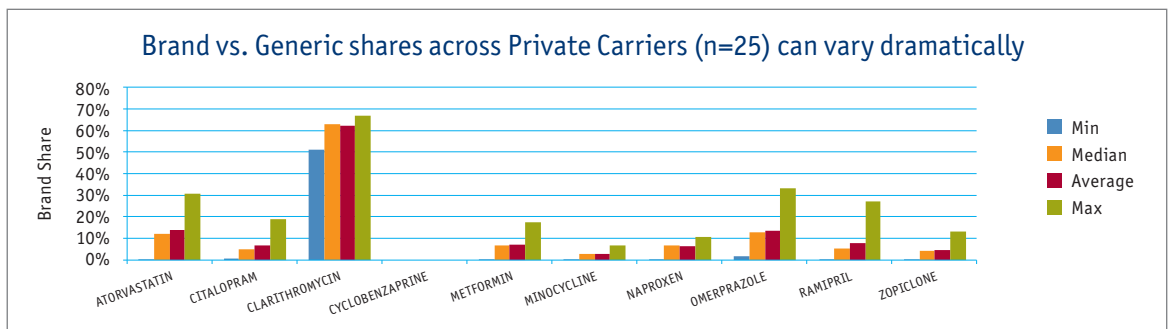
# IMS Payer Insights

- Monitor and measure brand performance by payer segment and by geography accurately to facilitate strategic and tactical decisions
- Better understand provincial growth rates by payer and align resources and messaging to best meet the sources of demand
- Design and build your sales force alignments and messaging to optimally address market access differences at the prescriber level in all Xponent provinces
- Benefit from custom service solutions or web dashboards for a completely seamless view of all payer data insights available for both GPM<sup>12</sup> and Xponent



Carrier-level insights are now available, helping shape your market access strategies and tailor individual reimbursement submissions.

- Identify the key carriers for your market by province
- Understand any interprovincial differences in prices for competitive products (brand and generic)
- Monitor and track changes in the reimbursement profiles of different carriers over time, or the impact of any carrier related programs (such as case management, mandatory generic substitution, therapeutic substitution, and more restrictive access to high cost therapies)
- Understand if your LOE support strategies are working, or having the intended results



**For further information** on the advantages of IMS Payer Insights or to request a capabilities presentation, please contact your IMS Brogan representative.