

PerformanceEdge™

Payer Brand Attributes and Programs

COPD

Payer Brand Attributes and Programs compares health plan perceptions of the brand attributes and programs in your therapeutic market so you can benchmark to competitors and pinpoint opportunities to differentiate.

Payer Brand Attributes and Programs answers your questions about health plan perceptions of:

- Brand efficacy and safety attributes
- Use and value of payer brand programs
- Trends over time for the brands in your market

Land on Best-in-Class Performance by Tracking Payer Perceptions of Brands in Your Market

Best-in-Class Payer Brand
Attributes and Programs

You can use Payer Brand Attributes and Programs to:

Benchmark health plan perceptions of brand attributes and program use

Track changes in perceptions over time

Identify strengths and weaknesses vs. competitors

Pinpoint opportunities to differentiate from competitors









<p>2018: Available Now Updates in 2019: January, April, July, October Payer Brand Attributes and Programs Benchmarks</p>	<p>Interactive portal and dashboard with historic and trendable data for brands from 2015 to 2018 including:</p> <ul style="list-style-type: none"> ▪ Health plan utilization of biopharmaceutical programs by brand <ul style="list-style-type: none"> – 11 different programs within three areas: clinical support, patient support, and general payer support ▪ Health plan perception ratings by brand on key attributes <ul style="list-style-type: none"> – Brand attributes include efficacy measures customized to the disease state, safety, and net pricing
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<p>January 2019 Annual Opportunity Assessment</p>	<p>Therapeutic market-specific insights based on 12-month benchmark data</p> <ul style="list-style-type: none"> ▪ Conjoint analysis of what matters most in health plan brand access decisions, including: <ul style="list-style-type: none"> – Program support and services – Perceived strength on efficacy and safety brand attributes – Net pricing perceptions ▪ Summary scatterplot of where each brand falls in overall program utilization and perception of brand attributes
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*2019 delivery dates subject to change

<p>Brands Include</p>	<ul style="list-style-type: none"> ▪ Advair ▪ Anoro ▪ Arcapta ▪ Bevespi ▪ Breo ▪ Brovana ▪ Daliresp ▪ Incruse ▪ Lonhala Magnair ▪ Perforomist ▪ Seebri ▪ Serevent ▪ Spiriva ▪ Stiolto ▪ Striverdi ▪ Symbicort ▪ Tudorza ▪ Trelegy ▪ Utibron
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