

PatientFinder

a novel approach to local market sizing

PatientFinder is an online, user-driven, flexible data set that you can easily manipulate to reveal the true disease opportunity at a local level. This is the only healthcare analytics tool that assesses local markets for expansion opportunity by determining the number of insured patients in each territory who have the disease but are untreated.

Questions answered include:

- Which states and MSAs have the greatest number of patients with insurance?
- How many patients have the disease but are not treated in each territory?
- How many insured patients would be gained in each local market if territories with poor treatment rates were brought up to the national average?

PatientFinder provides:

- Disease-specific prevalence numbers for each U.S. state and MSA
- Examination of treatment rates for the disease population to create % treated and % untreated estimates by state and MSA
- Unique analysis of the untreated population examined through a filter of Rx benefit coverage. The end result is an estimate of how many patients are untreated but can afford therapy within each territory—the true local measure of opportunity for pharma companies

PatientFinder is the first burden of disease data set that reveals true market expansion opportunity at a local level. It will provide the following information for each of the 50 states and 318 MSAs:

Demographics

- Population breakdown by age, gender, race, and socioeconomic status
- Insured Population
- Uninsured as % of population
- Insured with Rx benefit

Disease Insight

- Prevalence of disease
- Prevalence as % of population
- Treated for disease
- Treated as % of population
- Untreated for disease
- Untreated as % of population
- Untreated with Rx benefit

The heyday of indiscriminate national awareness campaigns is coming to a close. PatientFinder is an ideal tool to help pharma companies with shrinking marketing budgets spend their dollars on the territories that will yield the greatest gain in business, and to help sales force managers align reps to potential business, not just actual.

With this information, pharmaceutical organizations can identify the local markets that offer the greatest opportunity for their branded drug. Companies can identify markets that are underserved and determine if they should increase DTC, work with the local managed care organization to increase awareness of the disease and benefits of their drug, or align reps to maximize market potential.

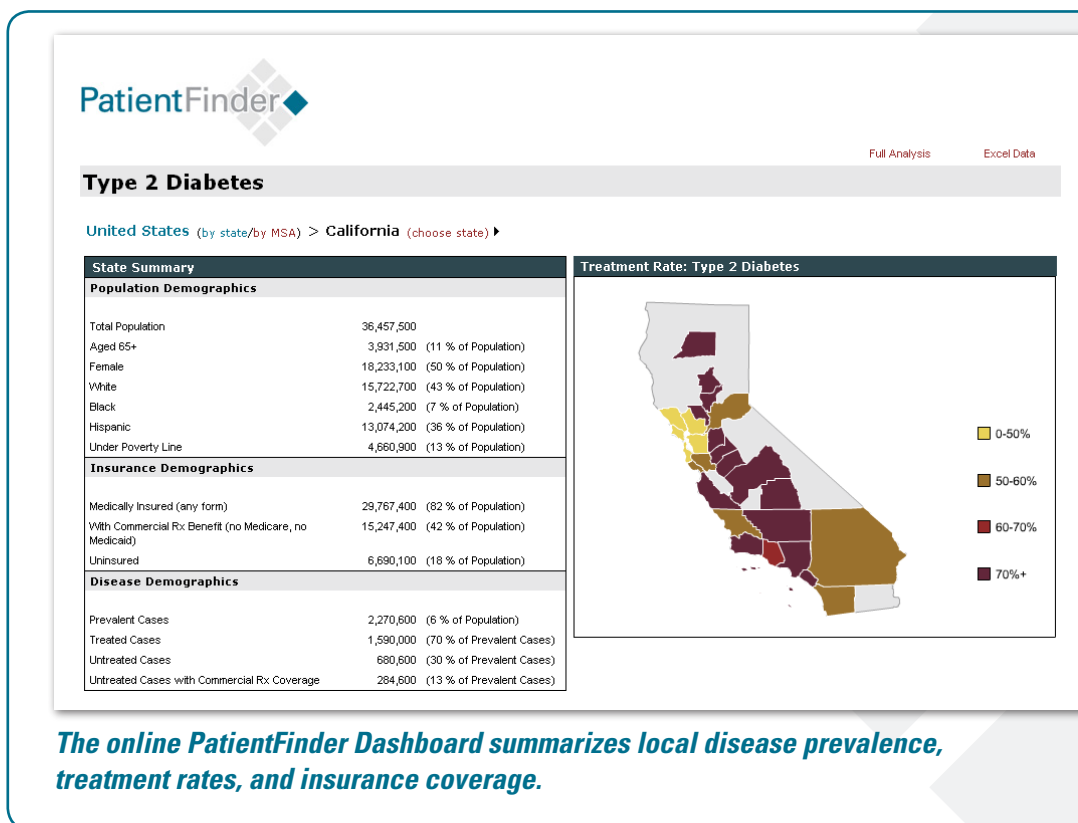


PatientFinder Advantages

- Only burden of disease database for prevalence and treated rates at the local level—all 318 MSA and 50 states
- Analysis of treatment rates against local insurance and Rx benefit coverage to show areas of true expansion potential.
- Only syndicated report with national benchmarks on treatment rates to identify outperforming and undertreated markets.
- This data is presented in a simple to use web platform. Clients can quickly visualize market opportunity through point-and-click maps and sortable tables. The interface allows you to easily create pdf files to pass this information to the sales and marketing staff.
- All data is downloadable into Excel for clients who want to perform their own analysis. Accompanying summary analysis (downloadable pdf) will provide full methodology.

Key Features

- Online, easy to use data visualization
 - Point-and-click mapping software quickly shows market data at state and MSA level
 - Dynamic data tables for instant sorting of data by any metric
 - Capable of quickly converting maps to pdf for easy sharing
- Easy to use, preformatted Excel file allows custom analysis or import into proprietary models
 - Contains every data element
 - Easy-to-use dropdown menus allow rapid sorting and selection of any metric to allow custom analysis by state or MSA



Vital Biopharmaceutical Insights and Analytics for Experts from Experts

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