IntegriChain®

IntegriChain's Data Stewardship and Analytics Solutions for Specialty Pharmaceuticals

The Power of Data Stewardship & Analytics

Many specialty pharmacy manufacturers share a common vision: to recommit to using SP patient status data to improve the patient journey. They usually have aligned stakeholders internally around the challenges with their current state and the potential opportunity. Channel account leadership, field reimbursement, data governance, market access leadership, and brand leadership often agree that there are actions the business could take to better support providers and patients, either through efforts in the field or the SP account management process itself. However, they recognize that they lack the internal tools and existing vendor relationships to a) adequately address underlying challenges with data quality, and b) develop analytics that would fully utilize the potential of any future improved data.

Increasingly, these customers are selecting IntegriChain's data stewardship and analytics solutions as the foundation for their initiatives, despite having different in house capabilities and pre-existing data aggregation processes.

The following section reviews IntegriChain's most utilized capabilities and the varying operational models our customers usually deploy.

IntegriChain Solutions
IntegriChain offers a comprehensive - but modular - suite of specialty pharmacy and patient services data integration, quality management, and analytics solutions. Our three core offerings are:

- **Patient Data Aggregation**
  Longitudinal de-identification, patient mastering, and foundational data quality management

- **Refined Patient Data**
  Advanced data quality stewardship, data cleansing, and master data management

- **Specialty Pharmacy Analytics**
  Patient status data enrichment, patient journey KPIs, and diagnostic scorecarding

Customers can choose to implement any of three solutions stand alone, or all three as an end to end data aggregation, stewardship, and analytics platform. As we'll show later in this paper, these solutions fit a variety of operational models, enabling our customers to easily incorporate IntegriChain solutions.

Even with existing data aggregation and analytics capabilities (to calculate Time to First Fill, Fill Rate and other metrics, for example), IntegriChain offers new, differentiated capabilities (Table 1) which are aligned with improving data quality and analytics actionability.

Patient Data Aggregation

Differentiated Capability	Description	Benefit
Advanced Patient Mastering	*Algorithms to master existing patients erroneously identified as "new" during the de-identification process*	▪ *Improve the accuracy of patient journey KPIs* ▪ *Better understand pharmacy transfers*

Refined Patient Data

Differentiated Capability	Description	Benefit
Patient Status Update Monitoring	*Automated monitoring and alerting missing status updates at the individual patient level*	▪ *More timely field insight into provider and case issues* ▪ *More granular insight into SP operational issues*
Status Sequence Validation	*Automated validation that the patient's reported status and sub-status is plausible, given their prior status and elapsed time*	▪ *Faster detection and resolution of SP status mapping issues* ▪ *Detect mistakes in pharmacy updates to the patient case in their clinical systems*
Status Sequence Analytics	*IntegriChain analyst weekly reviews of trends in pharmacies' reported status sequence for signs of possible mapping issues*	▪ *Faster detection and resolution of SP status mapping issues* ▪ *Coach SPs to capture the most actionable patient status changes in their clinical workflow*
First Status Analytics	*Analysis of the first status reported after a new patient is referred to a pharmacy, and the time from referral to initial status reporting*	▪ *Find recurring problems with aggregator patient mastering* ▪ *Hold SPs accountable for timely reporting on new patients*
Sub-Status Utilization Analytics	*Analysis of the frequency with which SPs report Pending, Denial, Cancellation, Active and Discontinuation sub-statuses*	▪ *Faster detection and resolution of SP status mapping issues*
Payer Master Data Management	*Mastering of payer and channel fields in SP and patient services data to a golden record / payer spine*	▪ *Ensure analytics can benchmark SP performance at a channel level and detect patient access challenges at a payer-level*

Advanced Data Quality KPIs	Trend metrics on the granularity and timeliness of SP patient-level status updates	▪ Foster greater accountability for timely SP status reporting in QBRs
Advanced Data Quality Scorecard	Customer-ready Scorecards of advanced data quality KPIs	▪ Foster greater accountability for timely SP status reporting in QBRs

Specialty Pharmacy Analytics

Differentiated Capability	Description	Benefit
Patient Journey Modeling	Business logic to determine what constitutes a distinct patient journey for the purpose of patient journey KPIs	▪ Improve KPI actionability by aligning internal and SP stakeholders on precise metric criteria
Pending Status Enrichment	Interpret the sequences of sub-status reporting to understand time patients spent in each phase of the enrollment, BV/PA, and fulfillment process	▪ Diagnose why time to first fill is longer at an individual SP or across the SP network
Cancellation Status Enrichment	Evaluate new patient cancellations to gain better insight into the root cause reasons the patient did not initiate	▪ Understand differences in fill rates by SP and by payer, and their potential actionability
Patient Journey KPIs	Highly configurable measures of patient initiation, patient adherence, and patient service utilization	▪ Ensure SP and patient service provider receptiveness to KPIs
SP Patient Journey Scorecard	Customer QBR-ready scorecards benchmarking patient initiation and adherence at individual SPs vs. the pharmacy network	▪ Focus SPs on opportunities for operational improvement ▪ Identify opportunities to support the SP with provider offices or patient service platforms

Table 1 - IntegriChain Offerings

Solution for Different Approaches

In some cases, customers already have developed integrations between the SP patient level data and syndicated claims assets and do not want to change their basic aggregation process. However, they do want to leverage IntegriChain's unique capabilities without disrupting key aspects of their pre-existing data flows, and without over-complicating their interactions with their SPs.

Once implemented (Figure 1), IntegriChain can seamlessly sit on top of our customer's pre-existing Patient Data aggregator. By doing so, IntegriChain is now able to provide weekly and quarterly insights and analytics without disrupting the current course of business. With this model, customers are able to lead more data driven interactions with their Patient Services providers and feel confident in the insights they are providing. They are also able to engage with their brand's data all within the same location, simplifying the engagement strategy for an already complex network.
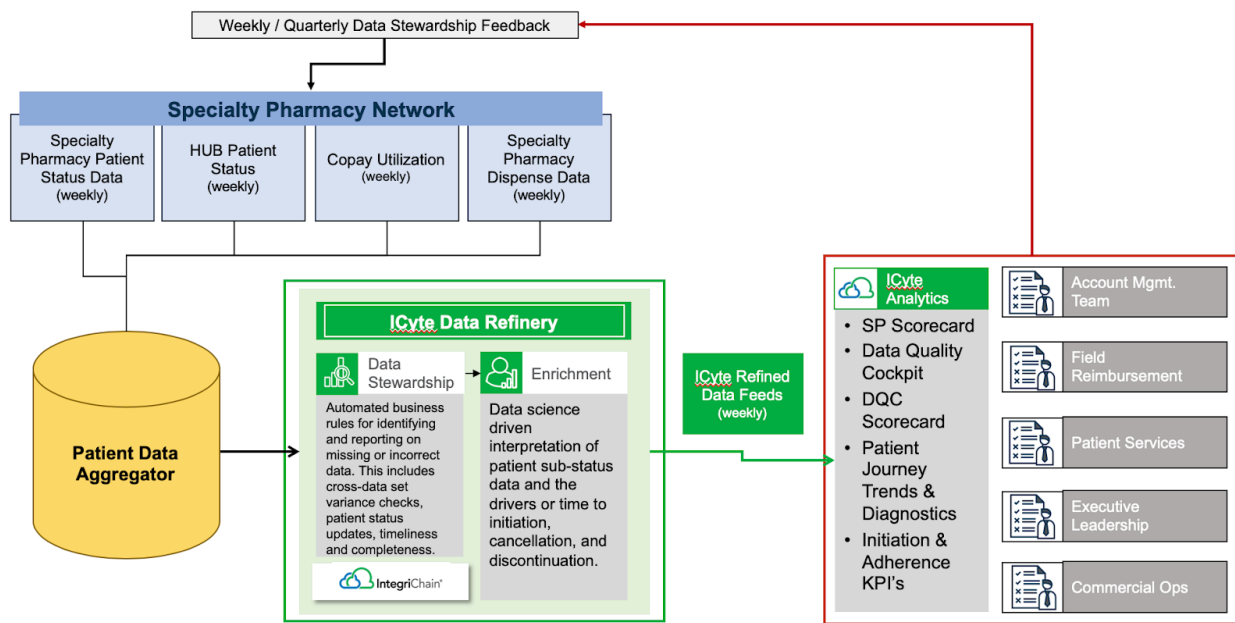

Figure 1 - IntegriChain with Existing Data Aggregator

Figure 2 shows how the data stewardship and analytics responsibilities can change after implementation of IntegriChain's solution:

	Common "Current State"	Common "Improved State"
Weekly Operational Calls	Manufacturer Specialty Account Manager (weekly)	IntegriChain Customer Success Analyst (weekly)
Issues between SP and Hub (or other service)	Manufacturer Specialty Account Manager (quarterly)	IntegriChain Customer Success Analyst (weekly)
Stalled Patient Cases	Not being Performed	Manufacturer Specialty Account Manager (weekly)
Specific Provider Offices	Manufacturer Specialty Account Manager (quarterly)	Manufacturer Specialty Field Team (weekly)
Data Quality- missing files, file layout	Manufacturer Specialty Account Manager (weekly)	IntegriChain Data Analyst (weekly)
Data Quality- missing required fields	Manufacturer Specialty Account Manager (weekly)	IntegriChain Data Analyst (weekly)
Data Quality- missing patient status updates	Manufacturer Specialty Account Manager (weekly)	IntegriChain Data Analyst (weekly)
Data Quality- status mapping issues	Manufacturer Specialty Account Manager (quarterly)	IntegriChain Data Analyst (weekly)
Mapping Issue Follow-Ups	Manufacturer Specialty Account Manager (weekly)	Manufacturer Specialty Account Manager (weekly)
Additional Data Quality topics	Not being Performed	IntegriChain Customer Success Analyst (weekly)

Figure 2 - Changes in Data Stewardship & Analytics

Figure 3 shows an alternative operating model where IntegriChain is also performing the data aggregation. Once the customer's network Patient Data has been de-identified and consumed through IntegriChain's Patient Data Aggregation, IntegriChain is able to steward and enrich this data

before delivering additional analytics and insights to the Manufacturer on a daily basis. Because IntegriChain manages data throughout the entire network and executes data stewardship processes on a daily basis, there is confidence that these data sources can be used together to solve many of the business problems with both accurate and actionable data. Although IntegriChain manages a majority of the data stewardship tasks (Figure 4), the customer's Account Management, Patient Services and Field Reimbursement teams have been empowered to work with the Specialty Pharmacies to identify and triage at-risk patients who may be struggling to initiate or remain adherent to therapy. Additionally, IntegriChain's Refined Patient data gave a trusted source of truth to Commercial Operations and Executive Leadership as they manage the performance of their Patient Network.
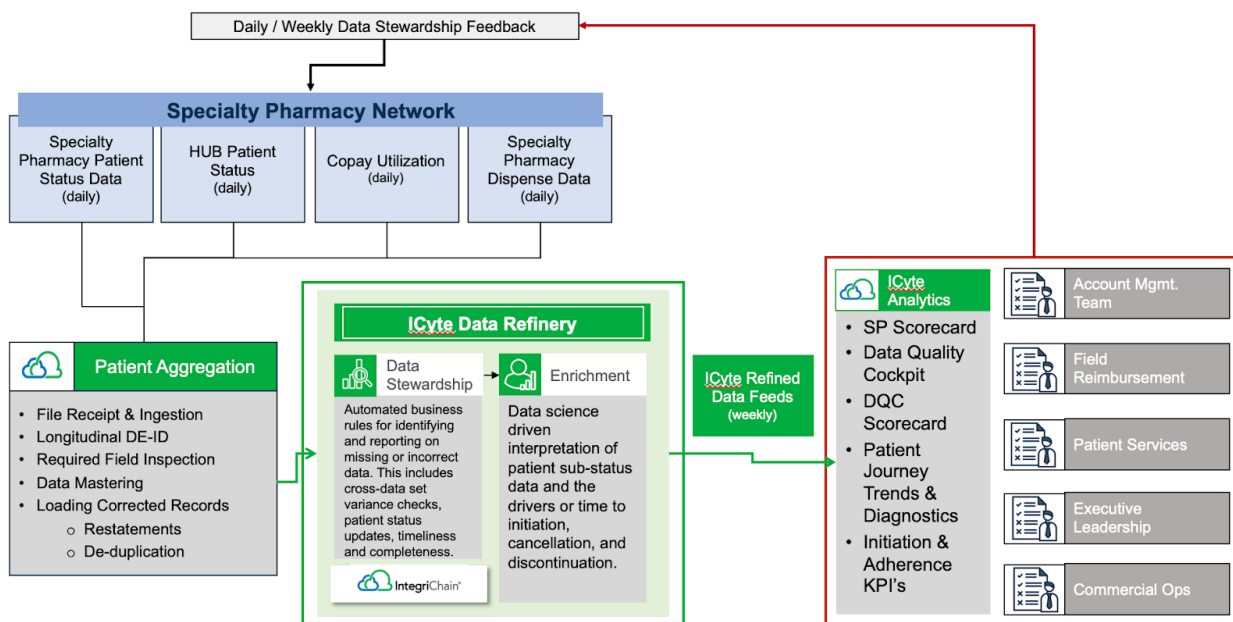

Figure 3 - Operating Model with IntegriChain as Data Aggregator

Similarly, Figure 4 shows how the data stewardship and analytics responsibilities can change after implementation of IntegriChain's solution:

	Common "Current State"	Common "Improved State"
Weekly Operational Calls	Not being Performed	IntegriChain Customer Success Analyst (weekly)
Weekly Call Topics		
Issues between SP and Hub (or other service)	Not being Performed	IntegriChain Customer Success Analyst (weekly)
Stalled Patient Cases	Not being Performed	IntegriChain Data Analyst (daily)
Specific Provider Offices	Manufacturer Specialty Field Team (daily)	Manufacturer Specialty Field Team (daily)
Data Quality- missing files, file layout	Not being Performed	IntegriChain Data Analyst (daily)
Data Quality- missing required fields	Not being Performed	IntegriChain Data Analyst (daily)
Data Quality- missing patient status updates	Not being Performed	IntegriChain Data Analyst (daily)
Data Quality- status mapping issues	Not being Performed	IntegriChain Data Analyst (daily)
Mapping Issue Follow-Ups	Not being Performed	IntegriChain Customer Success Analyst (weekly)
Additional Data Quality topics	Not being Performed	IntegriChain Customer Success Analyst (weekly)

Figure 4 - Changes in Data Stewardship & Analytics

Conclusion

By implementing IntegriChain's data stewardship tools and processes, customers can achieve measurable improvements in terms of.

- **Better Communication with the Pharmacy:**
  By reporting on patient status update gaps and showing trends in status sequences and utilization, our customers found that they were able to more clearly communicate the scale/frequency of data quality problems that they would have historically brought up as anecdotal patient case examples.

- **Faster Mapping Issue Resolution:**
  The first benefit is the resolution of status mapping problems that often date back to the original set up of the data model with the pharmacy. Additionally, the enhanced data stewardship helps customers identify new mapping problem in days or weeks that traditionally would have gone unnoticed for months.

- **Status Update Timeliness:**
  By taking a programmatic approach to the timeliness of patient status updates, customers can see their pharmacies measurably improve the frequency with which they provide new status reports for pending new patients.

- **Status Update Prioritization:**
  By analyzing the reported patient status sequences, customers are able to engage their pharmacies in frank conversations about the importance of individual statuses and whether or not those updates were being captured in the SP's own system.

With improved data and IntegriChain's diagnostic analytics, they were able to transform their quarterly business cycle with the specialty pharmacy, gaining actionable insights that benefited both patients and, in many cases, the pharmacies themselves.

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About IntegriChain
IntegriChain delivers Life Sciences' only comprehensive data and business process platform for market access. More than 220 life science manufacturers of all size and complexity rely on IntegriChain's analytics, applications, managed services and expert advisors to power their operations and harness the value of their channel, patient and payer data. IntegriChain has played a vital role in more than 70% of product launches over the past two years including 35 first launches. For more information, please visit www.integrichain.com or ic@integrichain.com.