

Managed Markets Insights Generation

A comprehensive view into subnational prescriber and managed care Rx activity for both in-line and launch products

Xponent PlanTrak®

Powered by IQVIA's industry-leading prescriber and plan universes, Xponent PlanTrak provides the capabilities required to generate actionable market access insights, addressing many marketplace challenges by providing the most in-depth, subnational



prescription data across all managed care channels including PBMs, payers, and plans. Key managed markets challenges that can be addressed using Xponent PlanTrak include those associated with:

- Regulatory and legislative uncertainty
- Highly complex interrelations, collaborations, and contracting
- Rapid horizontal and vertical market consolidation
- Increasing market access scrutiny facing launch products

Key Metrics



Payers in
IQVIA universe



Health plans
in IQVIA universe



Prescribers in
IQVIA universe



of data history

BUSINESS USE	APPLICATIONS	
PRESCRIBER PROFILING, TARGETING, SEGMENTATION	<ul style="list-style-type: none"> Identify prescribers and managed care organizations for targeting based on volume, share, and trends. Structure and deploy field force based on prescriber deciles and subsequent prescribing patterns. 	<ul style="list-style-type: none"> Tailor messages for target lists based on Rx trends for products and product markets.
COMPENSATION/ PERFORMANCE MANAGEMENT	<ul style="list-style-type: none"> Set compensation goals for both field force and account teams. Define goals for incentive-based contests at the prescriber, payer, plan, or PBM levels. 	<ul style="list-style-type: none"> Measure rep or account manager performance and determine compensation outcomes based on Rx volume and trends at the prescriber and payer, plan, or PBM levels.
MARKET ANALYSIS AND TRENDING	<ul style="list-style-type: none"> Monitor and track product performance to subnational levels for various periods of time. Track uptake in insurance exchange activity. 	<ul style="list-style-type: none"> Track movement from FFS to managed Medicaid. Monitor competitor trends.
SPECIALTY PHARMACY ANALYSIS AND TRENDS	<ul style="list-style-type: none"> Proactively track product performance at the payer, plan, and PBM levels within the specialty pharmacy channel. 	<ul style="list-style-type: none"> Identify unforeseen or unknown market access challenges for specialty pharmaceutical products and markets.

Xponent PlanTrak can be utilized in conjunction with IQVIA's broader managed markets portfolio of solutions to create a complete perspective of the market access landscape.

The Xponent PlanTrak difference

- Provides the ultimate level of transparency into managed markets trends through industry-leading managed care information, greater more than 10 years of data history, and access to all products and markets.
- Proactively monitor product performance at the prescriber levels and within managed markets channels, while simultaneously acquiring the ability to better adapt strategies based on market activity.
- Increase market share with knowledge-based, targeted and tailored messaging by leveraging the combination of IQVIA's patented Plan Universe and prescriber relationships.
- Define product launch strategies utilizing analogue product's performance, trends, and market access challenges.

Xponent PlanTrak delivery

- Xponent PlanTrak can be delivered in a multitude of formats, and can be transmitted through various media depending on organizational requirements and needs.
- Xponent PlanTrak can also be delivered at multiple frequencies (e.g., monthly or weekly) as defined by business needs and requirements.

