

Longitudinal Access and Adjudication Data Enhanced with Mortality Data

A comprehensive patient-centric dataset with the most complete source of mortality data on the market for a simplified path to understanding the patient experience

Today's reality

As the healthcare environment continues to evolve, the need to understand what impacts a patient's healthcare journey increases. The healthcare industry is challenged to find insights that shed light on how, why, and if people are dying, what therapies can extend life and for how long, and whether the U.S. is gaining or losing ground in our fight against specific diseases. More than ever, the industry needs awareness of patient dynamics including mortality and its impact on persistence and compliance.



Industry challenges



Access

Organizations need early insight into market dynamics for effective pricing and reimbursement strategies.



Data orchestration

The constantly evolving volume and variety of data requires expertise to manage business rules and drive actionable insights.



Analytics

Constrained budgets, diverse customers, and complex commercial engagement models bring new commercial challenges that require precise advanced analytics.



Risks and compliance

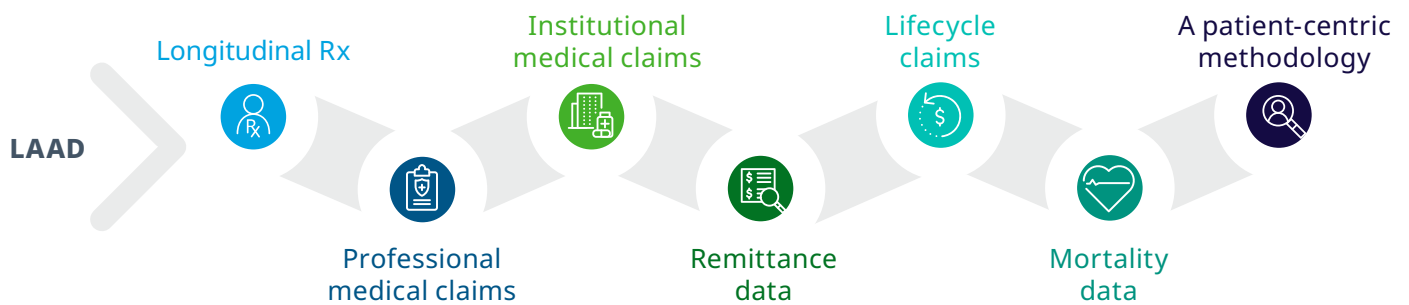
Stakeholders require deeper insights into information to support complex changes and answer critical market questions.



Outcomes

Engaging content is needed to track patient-relevant outcomes including mortality and improving utility of medicines.

The right solution — Longitudinal Access and Adjudication Data (LAAD) Enhanced with Mortality Data



LAAD is a comprehensive patient-centric dataset that brings together IQVIA's prescription, medical claims, and remittance data, offering a simplified path to understanding the patient experience.

An all-inclusive integrated view of the provider, patient, and payer allows for more sophisticated analytics to support critical business decisions and enables an organization to go beyond prescription data by providing a comprehensive view of the patient's healthcare journey.

LAAD utilizes proven methodologies to harmonize data across suppliers and leverages a look forward to determine final claim status and identify secondary payers and assistance programs. These insights shed light on treated and untreated patients and an understanding

of which patients have been diagnosed but left untreated allowing teams across the organization to make better clinical and commercial decisions.

Enhanced with Mortality Data, LAAD can now answer additional critical questions for commercial, real world, and clinical leaders by combining our comprehensive medical claims and pharmacy data including views into diagnoses, treatments, and associated costs, with the most complete source of U.S. mortality data on the market that captures 90% of U.S. deaths when compared to official CDC reporting.

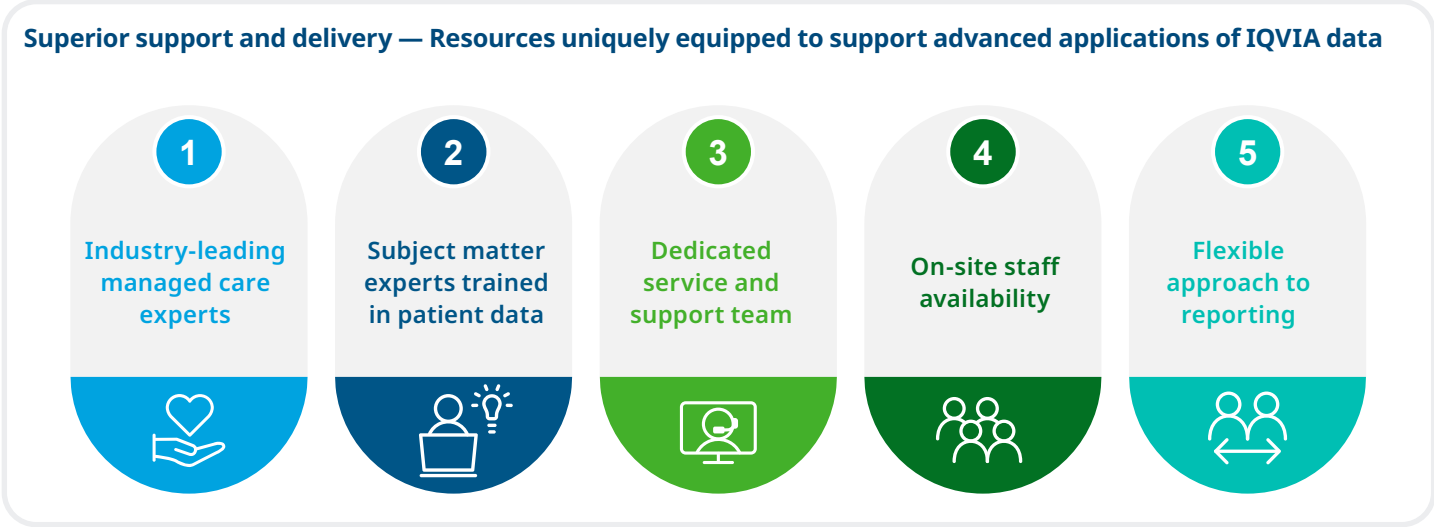
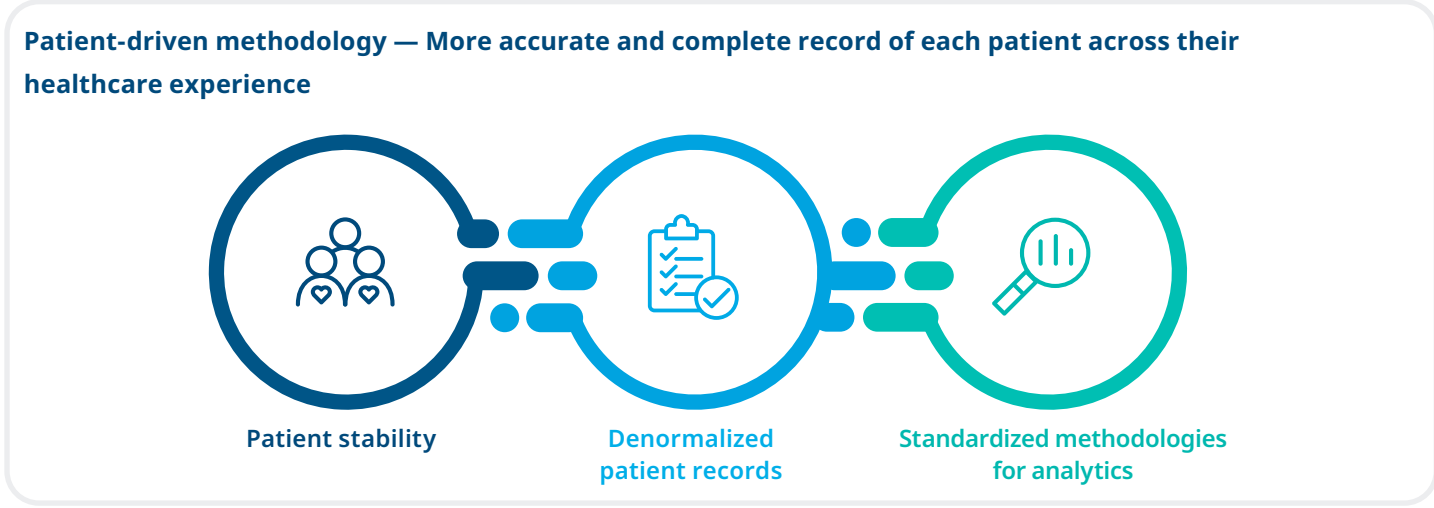
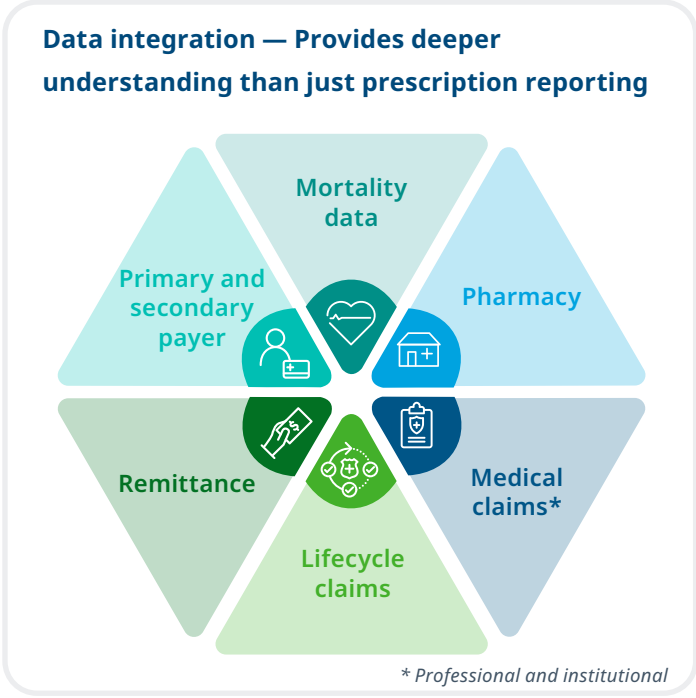
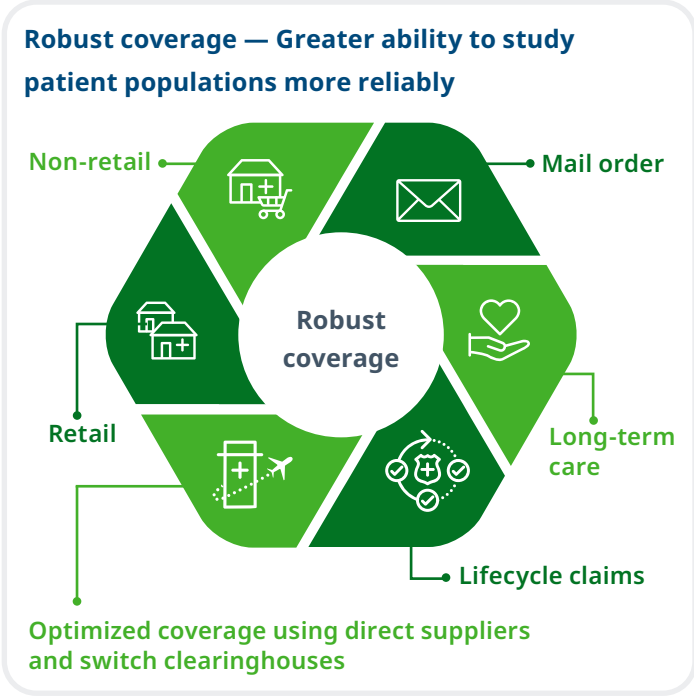
Only LAAD provides answers to key business questions around market access, financial pressures, adherence, and competitive intelligence.



LAAD Enhanced with Mortality Data key features:

- Customizable market definitions.
- Data is available weekly, monthly, quarterly, or semi-annually.
- Includes 36 months of history.
- Aligned to IQVIA's comprehensive reference information.
- Mortality data-specific key features:
 - » Data is available monthly, quarterly, and semi-annually.

What makes LAAD Enhanced with Morality Data different?



LAAD Enhanced with Mortality Data business uses and applications

In addition to the standard LAAD utilization and applications, LAAD Enhanced with Mortality Data offers additional insights into the patient journey including:

- Access to unique insights by evaluating death rates at the patient-demographic level.
- Ability to understand reduction in persistence and compliance rates.
- Ability to evaluate mortality by disease state.
- Tracking patients from diagnosis to death.
- Critical insights into death patterns.
- Improved provider messaging, reduce misdiagnosing and ultimately improve patient outcomes.

Managed markets impact analysis



- Understand payer control relative to patient access.
- Analyze mitigation strategies to improve patient access.
- Evaluate payer contracting strategies.
- Value the return on patient financial assistance programs.
- Assess the patient cost burden associated with using a given product.

Treatment dynamics analysis



- Understand what procedures are associated with administration of a given product.
- Assess preference for preferred administration location types (e.g., hospital vs. doctor's office).
- Determine the number of unique patients on a product.
- Patient journey.

Related solutions



- IQ2020 Flexview
- IQVIA Brand Analytics Platform
- OneKey reference data
- IQVIA Data Marketplace
- Market access libraries

Commercial analytics



- Track how long patients are staying on therapy.
- Evaluate source of business switching (to and from).
- Identify patient cohorts.
- Perform line-of-therapy analysis.
- Assess the impact of utilization management measures on patient adherence.
- Physician targeting and messaging.
- Determine which physicians are referring, administering, and billing for a product.
- Perform analytics around reimbursement to use in provider messaging.
- Assess physician behavior in response to utilization management.
- Develop enhanced analytics to support targeting for buy and bill products.

Delivery



LAAD is delivered via VPN/FTP flat files, relational tables, Data as a Service (DaaS), or IQ2020 Flexview, delivering excellence in analytics, reporting, and custom applications.

Discover new insights, drive smarter decisions, and unleash new opportunities with the power of [IQVIA Connected Intelligence](#).