

# Longitudinal Access and Adjudication Data Plus (LAAD Plus) Solution

*Complete integration of open and closed claims data for an expanded view of providers and patient populations in need of better treatment outcomes*

## Today's reality

While closed claims data can provide a comprehensive accurate view of patient activity across settings, it is somewhat limited by payer and restricted by enrollment period. In contrast, open claims data is not restricted by a specific payer or enrollment, but may lack patient activity due to product blocking or activity from tangential sources such as specific pharmacies, laboratories, and other healthcare outlets not sourced.

To optimize brand and product performance and ultimately help to improve patient treatment decisions and outcomes, commercial and clinical teams need the ability to extract accurate and repeatable insights that inform educational and informational outreach. They need the broadest and most comprehensive understanding of patient behaviors, including diagnoses, prescribed treatments, and adherence to treatment plans at every point in the healthcare lifecycle. To get there, those teams need an accurate and integrated view of both open and closed claims data that gives them a clear line

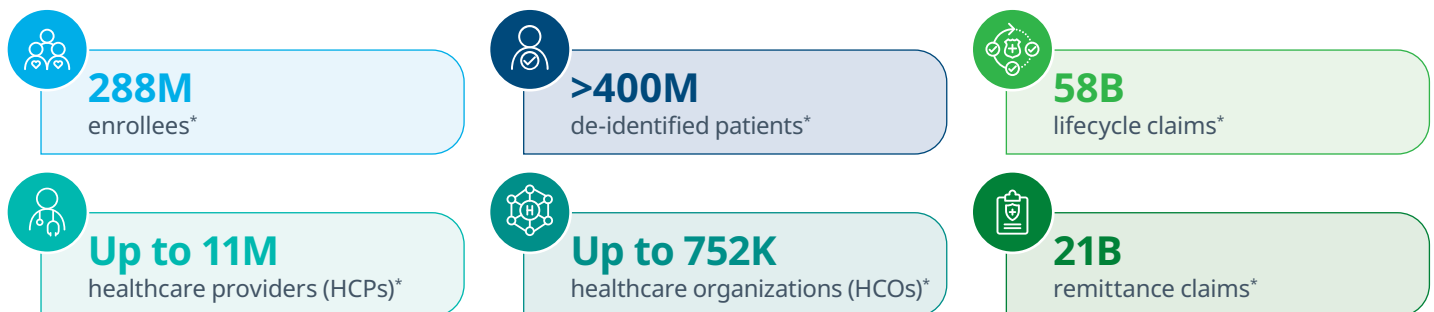
LAAD Plus increases counts...more patients, more providers, more claims!

of sight into a patient's entire experience, and a better way to understand a patient population so that they can provide the best treatments to those most in need.

## The right solution

By integrating IQVIA's patient-centric LAAD database (open claims) with IQVIA PharMetrics® Plus (closed claims), **LAAD Plus** builds on IQVIA's foundational business logic, renowned data accuracy, and trusted, transparent analytical methodologies. This blended solution increases visibility into an expanded universe of medical claims, healthcare providers (HCPs), and patient counts, providing commercial teams with accurate, repeatable, and real-time insights across the entire claims continuum for an in-depth understanding of the patient journey and clear recognition of the patient populations that require better treatment outcomes.

## IQVIA's Longitudinal Access and Adjudication Data Plus (LAAD Plus) solution



\* counts include data since 2013

# The IQVIA difference

With LAAD Plus, IQVIA builds on its connected healthcare information framework with best-in-class data quality, the most stable long-standing supplier relationships, and a future-forward data supplier strategy to provide the most robust, accurate, and consistent data universe in the life sciences industry.

## Comprehensive

LAAD Plus integrates and deduplicates both open and closed claims to provide a comprehensive view of the patient. By filling in those gaps, commercial teams can understand when patients purchase drugs that were blocked by manufacturers, when they visited facilities not sourced in open claims, and when patients are not enrolled with a payer sourced in closed claims.

## Expert

LAAD Plus incorporates IQVIA's innovative methodologies, proven business logic, best-in-class data governance, and trusted and transparent analytical synergies to provide a foundational single source of truth across all claims.



## Integrated

One complete patient-centric dataset integrates adjudicated health plan claims and prescription details with pre-adjudicated medical and remittance claims.

## Insights

The largest and most comprehensive set of patient data provides truly accurate insights into disease burdens, treatment patterns, adherence, results, and overall costs.

## Business use cases for LAAD Plus



### Commercial analytics

- Track patients longitudinally across the healthcare continuum to understand patient diagnosis and treatment patterns
- Track patients across sites of care to gain visibility into patient adherence
- Identify patient cohorts
- Evaluate line of therapy considerations
- Understand ER visits
- Improve accuracy of forecast projections by leveraging enrollment info and comprehensiveness of PharMetrics® Plus with the timeliness of LAAD together



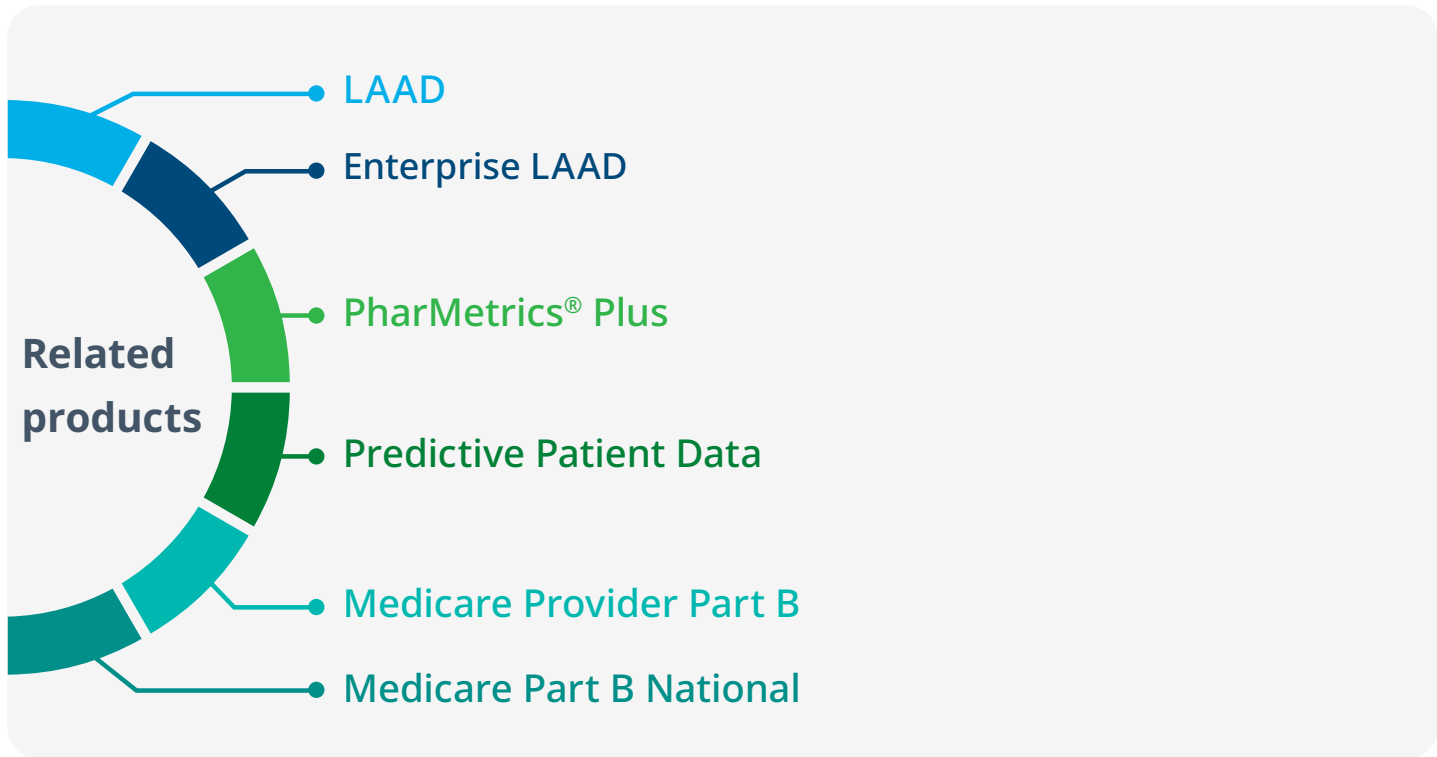
### Physician targeting

- Determine which physicians are referring, administering, and billing for a product/treatment or service
- Perform analytics around cost of disease burden to reference in provider messaging
- Identify early versus late-stage adopters
- View insights into provider prescribing volumes, brand preferences, and switches
- Assess physician behavior in various healthcare settings



### Treatment dynamics

- Provide increased insights into the Medicare population (65+)
- Understand what procedures are associated with administration of a given product
- Understand duration of product use or length of treatments
- Understand treatment options, patterns, lengths, and causes that influence quality of care decisions
- Assess preference for preferred administration location types (e.g., providers offices, urgent care centers, hospitals, etc.)
- Determine the number of unique patients on therapy
- View non-commercial payments for COB analyses



## Delivery

LAAD Plus is delivered on a monthly or quarterly basis via Data-as-a-Service (DaaS), including AWS, Databricks, Snowflake, Redshift, etc., delivering excellence in analytics, reporting, and custom applications.

## Why IQVIA

Executing a successful data strategy to address your evolving use cases begins with a partner who helps protect the flow of information through a resilient panel and the ability to link data across sources to drive patient analytics and insights.

As healthcare's vital partner for over 50 years, IQVIA delivers Connected Intelligence with powerful insights, speed, and agility across all aspects of healthcare through its analytics, transformative technology, big data resources, and domain expertise. It provides timely access to data while infusing privacy and governance into all processes to manage risk, all supported by an integrated delivery and support infrastructure to help you succeed.