

PATIENT ADHERENCE SOLUTIONS

Tier 3 - Advanced Applications

UNCOVERING THE CRITICAL FACTORS TO HELP YOUR PHARMACIES IMPROVE THE ADHERENCE OF ALL PATIENTS

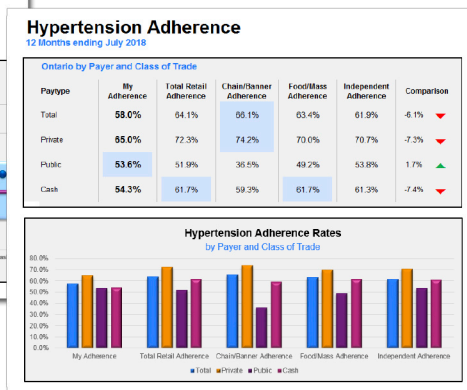
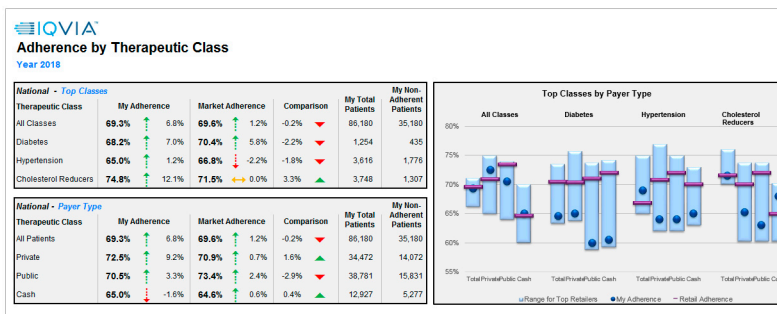
Medication adherence is an important aspect of patient care. Increased adherence improves patient health outcomes, promotes loyalty, attracts customers to your pharmacy, and drives better business performance. IQVIA's comprehensive, syndicated adherence solutions provide you with actionable insights that can help you improve the adherence of your patients.

- Better articulate your value to patients by understanding adherence rates and market benchmarks
- Identify patient populations who can benefit the most from enhancements to your adherence strategy
- Measure patient adherence across key therapies and multiple layers of geography down to an individual pharmacy versus the trade area - national, provincial and store-level insights
- Measure the impact of enhancements to your adherence programs



ANSWERING KEY BUSINESS QUESTIONS:

- How does our patient adherence compare to the industry?
- Which patient groups offer the most opportunity for improved adherence?
- How are we tracking against our goals?
- How do improved adherence and loyalty drive our share?
- Are our adherence programs working?
- Are our patient adherence rates improving versus other pharmacies?



CRITICAL FACTORS IMPACTING PATIENT ADHERENCE



Adherence rates are increasing. But that change is not evenly distributed across retailers.



Rates are different across payment types. Excluding cash, Rx's from your analysis can affect rates by up to 16%.



A patient's adherence changes with age and differs by gender. It's important to monitor adherence by patient type.



Adherence rates differ depending on where you're located. Measuring adherence at granular geography levels is key to effective strategy formulation.



Focusing on key categories will have the biggest impact on overall adherence. Top, chronic therapies account for the majority of patients that will benefit from improved adherence.

CUSTOM STUDIES TO HELP ANALYZE AND ANSWER YOUR MOST IMPORTANT QUESTIONS

Examine the possibilities to see which adherence topics best support your goals and interests.

AUDIENCE GROUPS	ADHERENCE TOPICS	
Pharmacy Operations	Impact of Non-Adherence	Physician Networks
Store Operations	Patient Driver	Payer Networks
Marketing	Community Risk	Specialty Therapies
Managed Care	Store Assessments	Program Development
Clinical	Metric Assessment & Usage	Program ROI
Finance	Physician Outreach	Benchmarking

With the benefit of our deep analytical expertise, combined with data driven insights, you can understand emerging healthcare trends that will drive the future of the adherence landscape. Let IQVIA help you succeed by supporting your strategies to optimize the profitability of your pharmacies.