IQVIA

Longitudinal Access and Adjudication Data (LAAD)

A comprehensive, patient-centric dataset 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 journey increases. More than ever, companies need awareness of patient dynamics as cost burden is critical to understanding 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, complex datasets, and advanced engagement models bring new commercial challenges that require precise and advanced analytics
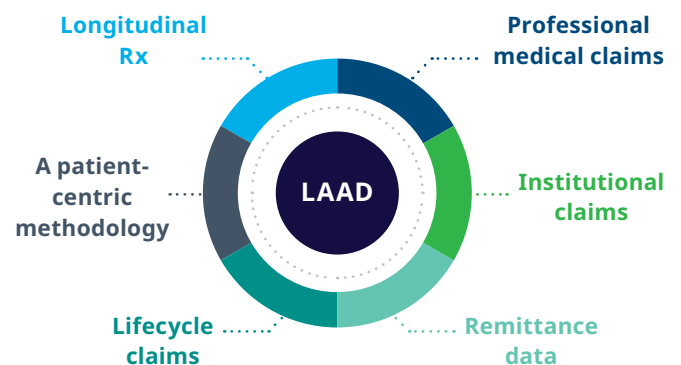
Risks and compliance
Stakeholders require deeper insights into information to support complex changes and answer critical market questions

Outcomes
Engaging content is needed to track patient-relevant outcomes and improve utility of medicines

The right solution — LAAD

Longitudinal Rx

Professional medical claims

A patient-centric methodology

LAAD

Institutional claims

Lifecycle claims

Remittance 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 journey. LAAD utilizes proven methodologies to harmonize data across suppliers. LAAD leverages a look forward time period in order to determine final claim status and identify secondary payers and assistance programs to provide insights on treated and untreated patients as well as an understanding of which patients have been diagnosed but have been left untreated. This allows teams across the organization to make better clinical and commercial decisions.

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

LAAD KEY FEATURES

- Customizable market definitions
- Data is available weekly, monthly, quarterly, and semi-annually
- Includes 36 months of history
- Aligned to IQVIA's comprehensive reference information

What makes LAAD Different?

ROBUST COVERAGE

Greater ability to study patient populations more reliably

- Retail
- Mail order
- Long-term care
- Lifecycle claims
- Non-retail
- Optimized coverage using direct suppliers and switch clearinghouses

PATIENT-DRIVEN METHODOLOGY

More accurate and complete record of each patient across their healthcare experience

- Patient stability
- Denormalized patient records
- Standardized methodologies for analytics

DATA INTEGRATION

Provides deeper understanding than just prescription reporting

- Pharmacy
- Medical claims (professional and institutional)
- Lifecycle claims
- Remittance
- Primary and secondary payer

SUPERIOR SUPPORT AND DELIVERY

Resources uniquely equipped to support advanced applications of IQVIA data

- Industry-leading managed care experts
- Subject matter experts trained in patient data
- Dedicated service and support team
- On-site staff availability
- Flexible approach to reporting

LAAD business uses and applications

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

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

Treatment dynamics analysis

- Understand which 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

Delivery

LAAD is delivered via VPN/FTP flat files, relational tables, Data as a Service (DaaS), or IQ 20/20 Flexview, delivering excellence in analytics, reporting, and custom applications.

Related solutions

IQVIA Brand Analytics Platform

OneKey reference data

Market Access Libraries

About IQVIA Connected Intelligence™

Connected Intelligence brings together IQVIA's unique portfolio of capabilities to create intelligent connections across its unparalleled healthcare data, advanced analytics, innovative technologies and healthcare expertise to speed the development and commercialization of innovative medicines that improve patients' lives.

Discover new insights, drive smarter decisions, and unleash new opportunities with the power of **IQVIA Connected Intelligence**

IQVIA

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