

Real-time Data.
Real Answers.

value | trust | integrity



Five Reports Support Your Unique Data Needs

PharmaView Specialty Tracker delivers the critical information you need to drive your product's success through two suites of reports: referral and utilization. From one secure interface, you can run the following reports, individually or concurrently:

Referral

With PharmaView Specialty Tracker's Referral Suite, you can track a prescription from the time it is written to the first dispense. Plus, you can identify your top prescribers, best performing sales territories, payor trends and potential payor delays that significantly impact product uptake.

Referral Summary Report

Patient Status	Patient Status Detail	Referral Count	% of Status	% of Total	Unique Zip	Unique DEA	Unique Referring Payer
Active	On Product	896	100.00%	48.15%	366	438	65
Denied	Insurance Denied	17	77.27%	0.91%	11	11	13
Denied	Patient/Family Decision	5	22.73%	0.27%	5	5	4
Discontinue	"DO" B/C of other reasons	9	17.65%	0.48%	9	9	6
Discontinue	"DS" B/C of one time shipment	3	5.88%	0.16%	3	3	3
Discontinue	Insurance Restriction	21	41.18%	1.13%	15	16	12

MARKET SUMMARY:

With this summary, you can immediately see how your product is trending against the competition. The report lists the total prescriptions dispensed per therapy and what percentage of the market that number constitutes. *(The report includes only those medications in PharmaCare's distribution channel.)*

REFERRAL AGING:

For referrals that are awaiting their first shipment, this report shows you exactly how long the prescriptions have been pending.

REFERRAL DETAIL:

With this report, you can view the detail behind each unique referral, including when the referral was received, the date of initial shipment, ICD-9 code, prescribing physician name, address and DEA number and payor name.

Utilization

The Product Utilization Suite equips you with detailed data about each patient and dispense of your product to help you define and measure sales targets, educational initiatives and therapy support programs.

UTILIZATION DETAIL:

You specify the time frame and PharmaView Specialty Tracker will provide details on each dispense of your product, including an encrypted patient identifier, prescriber details, payor and plan name, and prescription information.

MARKET SUMMARY:

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From these reports, you can extract information manually, perform ad hoc reporting activities and run data queries. Plus, PharmaView Specialty Tracker allows you to combine the data with your company's internal information for added value.

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Get Connected and Get Armed

Designed for all level of users, PharmaView Specialty Tracker is simple to operate. From your personal computer, you can access all of the information on-line, drill down for detail as needed, easily generate reports and even download the data into Microsoft Excel or Access.

To Learn More

For more information about PharmaView Specialty Tracker, or to view a demo, please call the account representative below.

