



Brand and Payer Intelligence

Overview

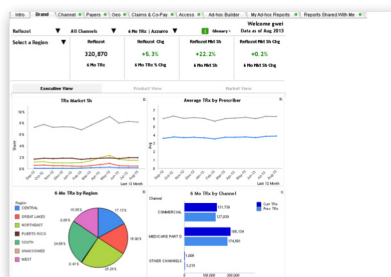
Model N Brand and Payer Intelligence is a cloud-based software application for brand managers, payer marketing and sales operations at major pharma companies in the North America. The solution provides insightful analytics and industry best practice in one package delivered in clouds. The application is augmented by data services that integrate, cleans and align disparate data sources on a regular basis to ensure timely and accurate information.

Key Features

Track Brand and Market Performance

Provides one-stop place for brand managers to monitor and track and compare the performance of their brands and the corresponding market baskets.

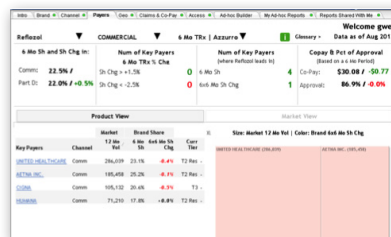
- Track performance and trends in different views: Executive View, Market View and Product View
- Compare performance by channel, region, competition
- Drill down to territory and physician levels
- A variety of vital performance metrics presented in easy-to-understand graphical forms



Measure Payer Performance and Influence

Enable brand manager, payer marketing manager and managed markets manager to review key performance indicators by channel and key payers.

- Review volume, market share, market share change by payer
- Compare performance of my brand and competitive brands side by side at key payers
- Drill down to individual payer to highlight main performance drivers.



Marketing and Sales Intelligence Suite:

Local Markets

Brand and Payer Intelligence

Field Intelligence

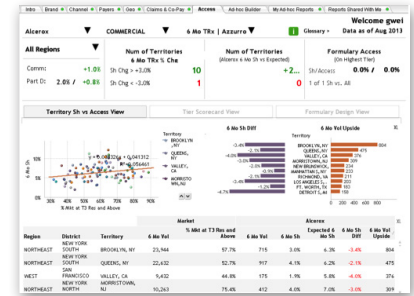
Brand and Payer Intelligence is the industry-leading cloud-based solution that packages pre-configured, easy-to-use best-practice visualizations accessible via both desktop and iPad to meet your regular analytics needs.



Support Effective Pull-Through

Review performance by geography and sales alignment and benchmark the territory performance against national average.

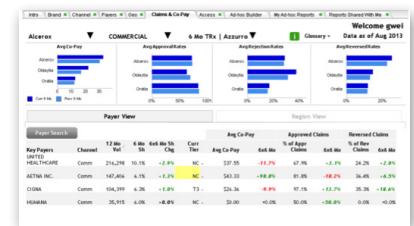
- Regress the territory market share and market access to draw national trend line for benchmarking
- Identify underachieving territories
- Quantify and rank opportunities for pull through



Review Impact of Formulary Status, Claims and Co-Pays

View average co-pay and lifecycle of claims by payer to assess their impact on payer performance. Summarize the effects of formulary status.

- Compare average co-pays and co-pay changes by payers
- Characterize the dynamic lifecycle of the claims process: approved/rejected/reversed claims and their changes by payer
- Quantify brand’s market share and access by formulary status



Integrate, Cleanse and Align Disparate Data Sources

Provides a single source of truth (consistent roll-up, mapping) consolidating Rx-Formulary-Claims and in-house data sources.

- Experience in integrating most third-party syndicated data sources, including IMS, Symphony Health, Medimedia and Fingertip
- Data alignment services address constantly changing payer alignments; cleanse syndicated data, 24 x 7
- Deliver the all-in-one services at a predictable cost – H/W, S/W, Data alignment, Analysts, in the clouds

About Model N

Model N is the leader in Revenue Management Cloud solutions. Model N helps its customers maximize their revenues by maximizing sell time, revenues per opportunity and number of opportunities. Model N Cloud solutions manage every dollar that impacts the customer’s top line and transforms the revenue lifecycle from a series of disjointed operations into a strategic end-to-end process. With deep industry expertise, Model N supports the unique business needs of life science and technology companies across more than 100 countries. Global customers include: Actavis, Amgen, Atmel, Boston Scientific, Bristol-Myers Squibb, Dell, Johnson & Johnson, Linear Technology, Merck, Marvell, Micron, Nokia, Novartis, and STMicroelectronics. Learn more at: <http://www.modeln.com>.