



Visual Intelligence Portal

2019



Visual Intelligence Portal

Intuitive, easy access to program metrics and information



To access your key data from affordability programs

Provides an interactive tool as an alternative to Excel and flat files

Provides up-to-date, easily accessible metrics

Provides copay data from the adjudication process

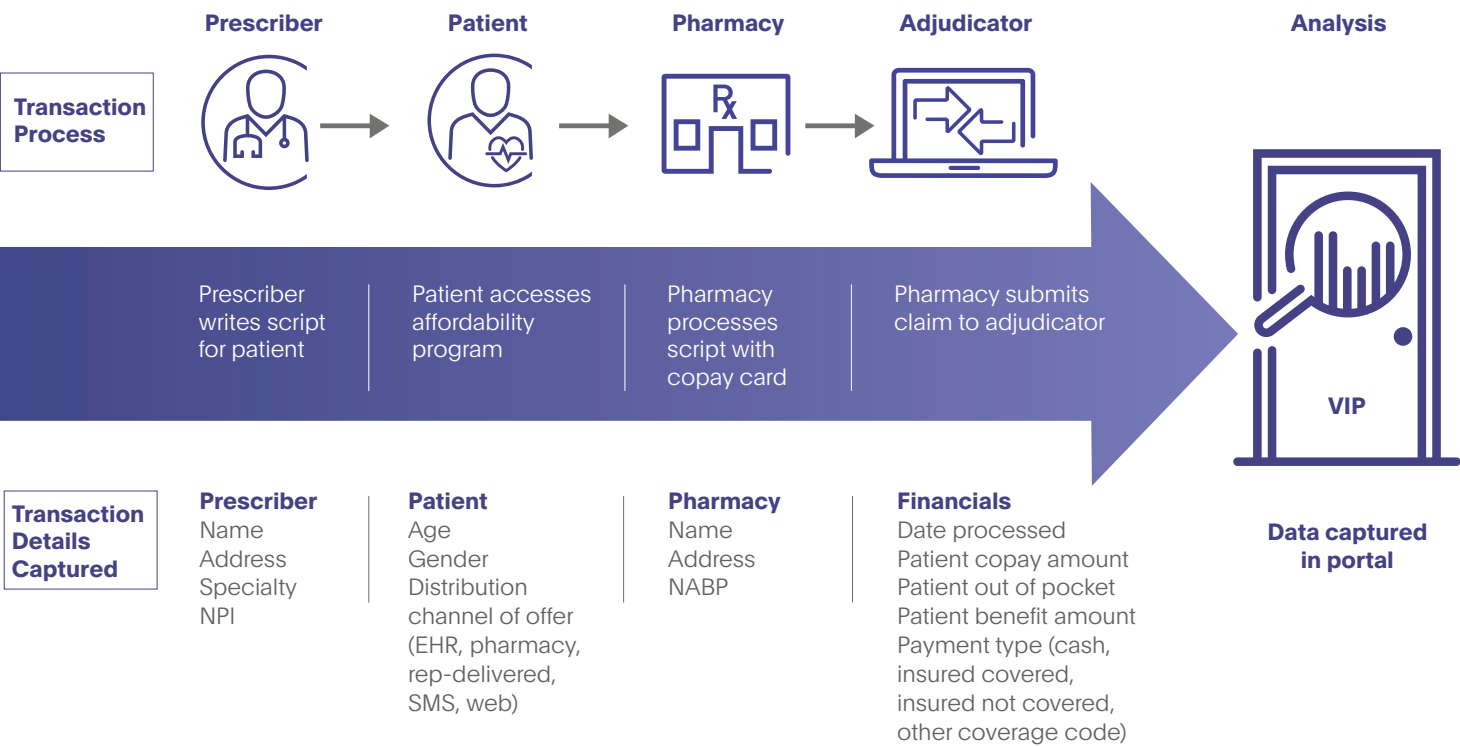
Custom solutions and views can be developed to integrate with external data sets

Table of contents

| Topic | Page |
|--|------|
| Visual Intelligence Portal data sources | 2 |
| Common business questions | 3 |
| VIP views | 4 |
| Manufacturer / portfolio | |
| Brand summary | |
| Channel | |
| Trends | |
| Claim distribution | |
| Prescriber | |
| Pharmacy | |
| Usage | |
| Patient demographics | |
| VIP content | 15 |
| Metrics | |
| Filters | |
| VIP views | |
| Navigation and Support | 16 |
| Functionality | 19 |
| Visible page filters | |
| Additional page filters | |
| Day supply | |
| Visual chart filters | |
| Exporting grids or underlying chart data | |
| Focus mode | |
| Full screen | |
| Definitions | 26 |
| Report sitemap | 29 |

Visual Intelligence Portal data sources

The following data elements are captured in a standard copay transaction.



Common business questions answered by the portal



VIP views



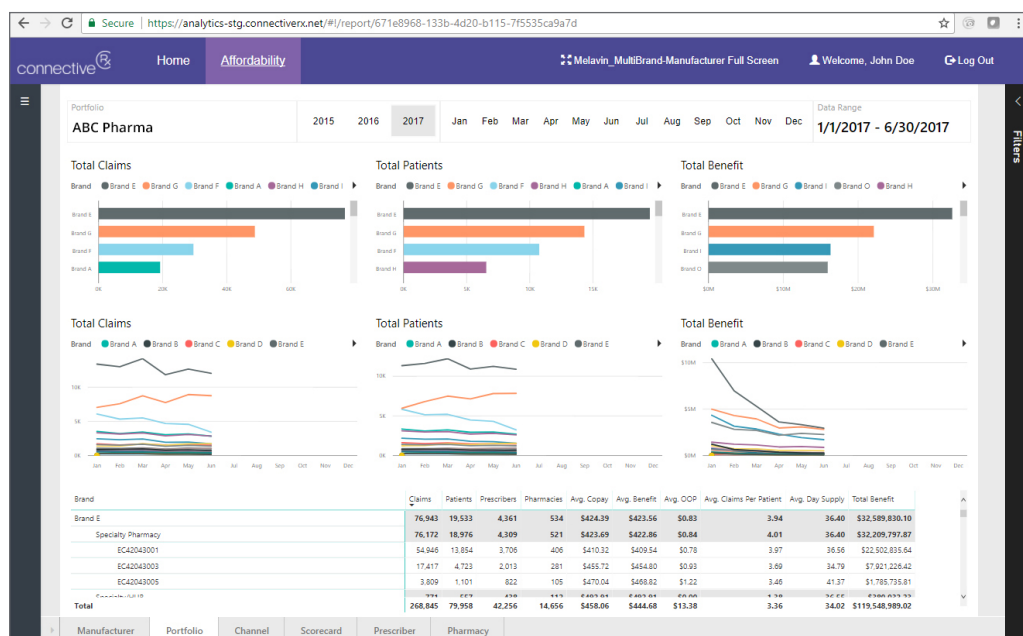
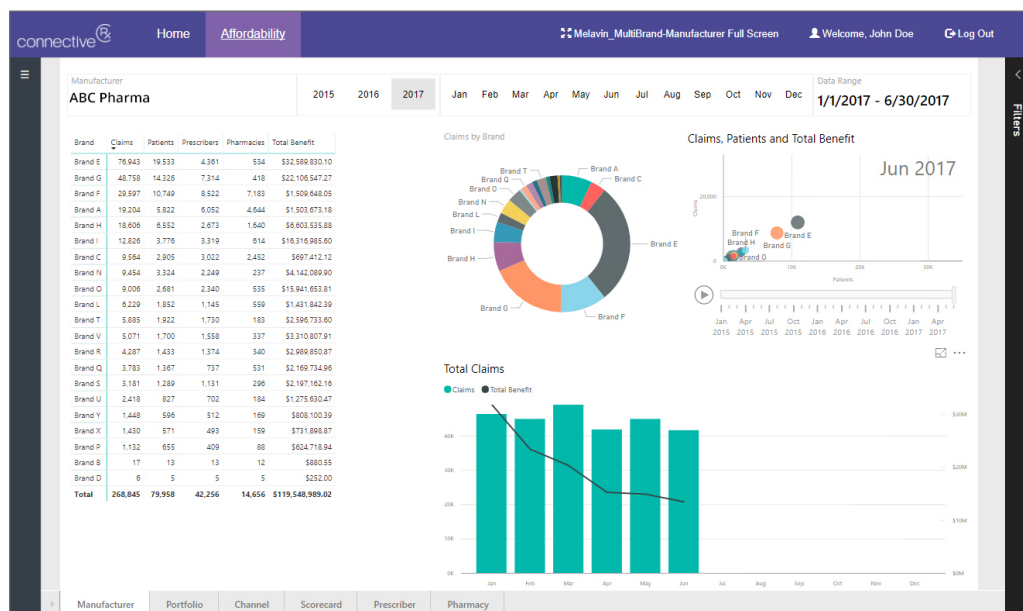
Manufacturer / portfolio



Overall, how are the company's copay programs performing?

How many members are benefiting from my affordability programs?

How many prescribers have members who benefit from my affordability programs?



Brand summary



What is the monthly cost of the copay program?

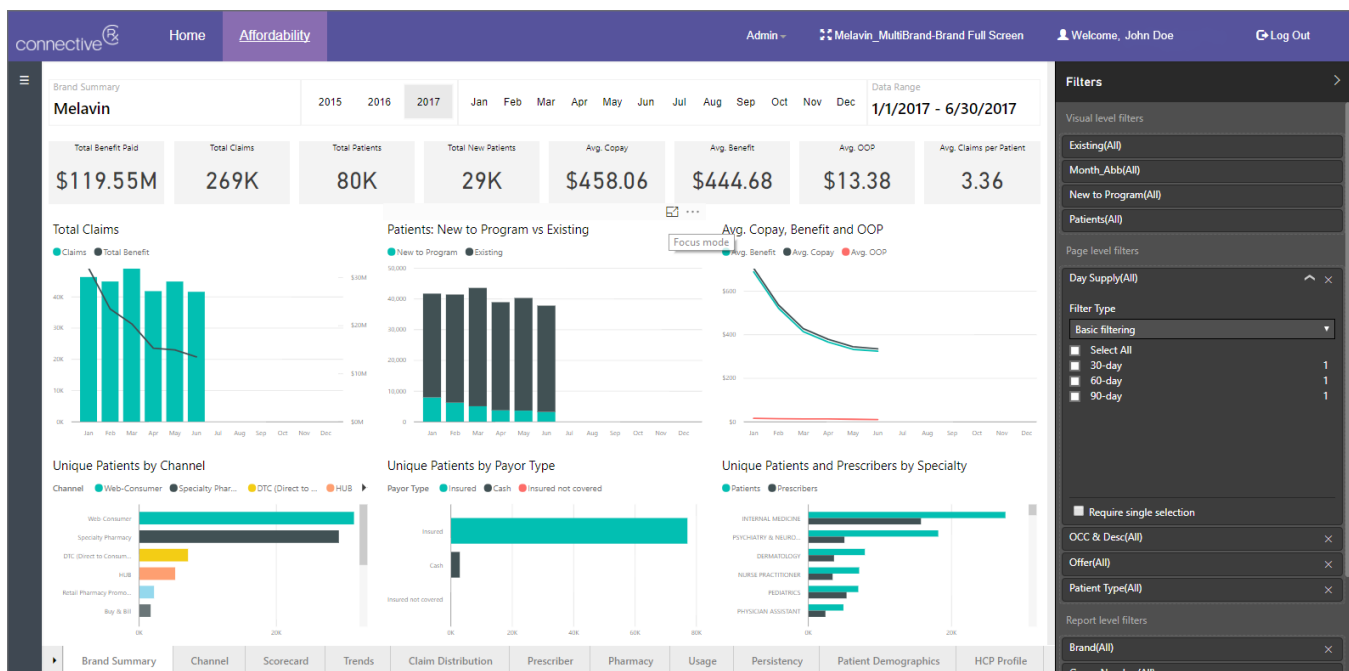
How many claims do I have?

What are the national level copay, benefit and out of pocket metrics?

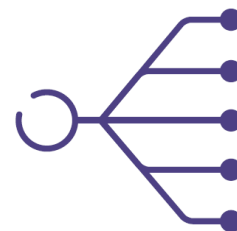
How many copay claims are from the rep-delivered vs. web channel?

How many claims are for cash, insured, or insured not covered patients?

Of the claims that have been processed, what are the specialties of the prescribers?

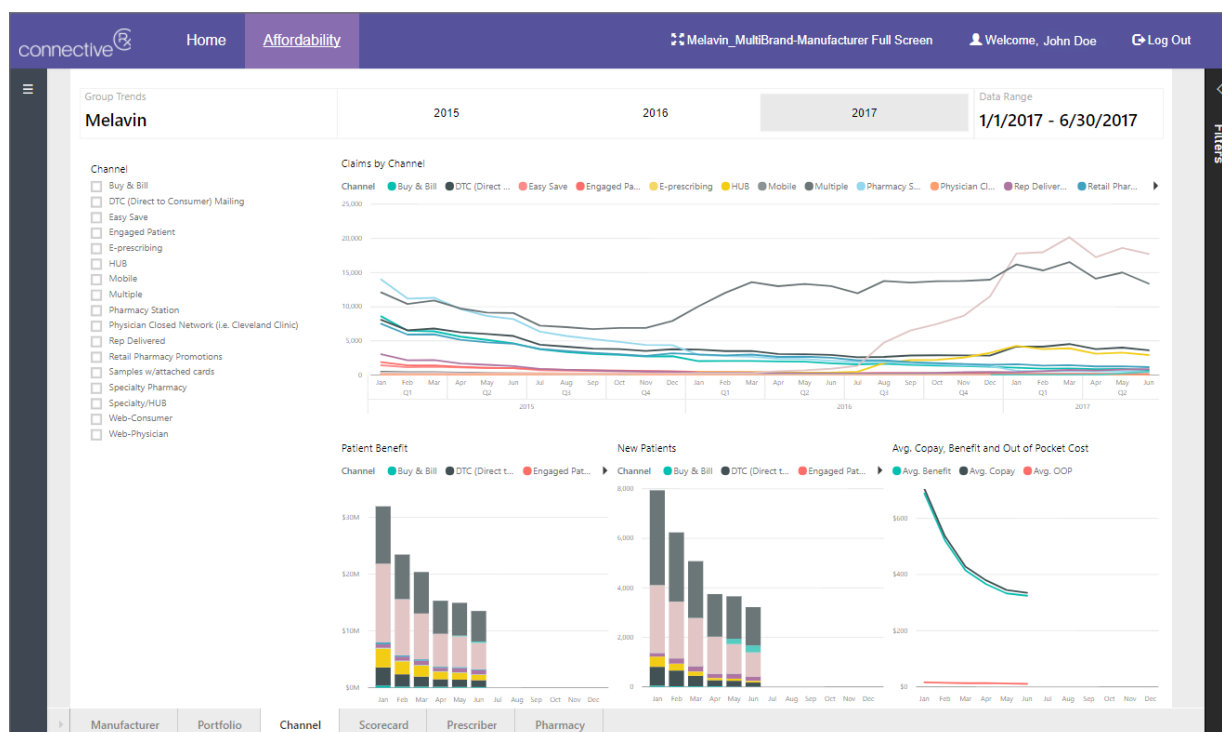


Channel



Is the new web group outperforming the traditional rep-delivered group?

What channels are responsible for a majority of claims?

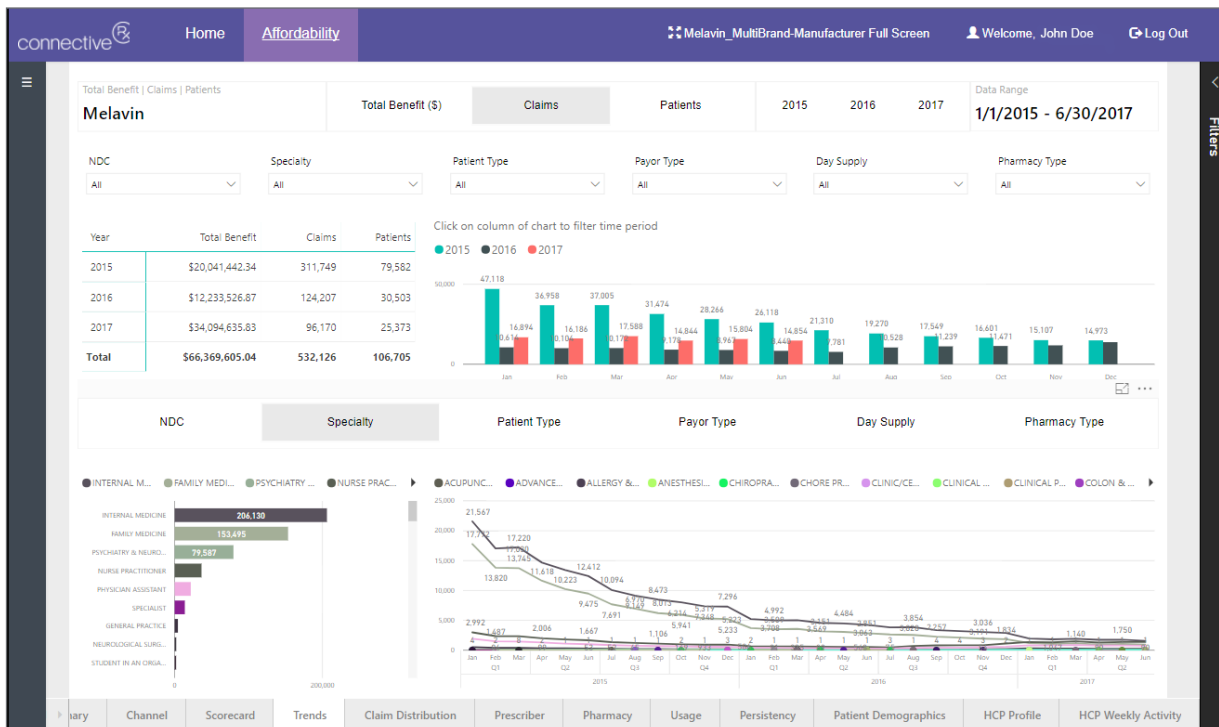


Trends

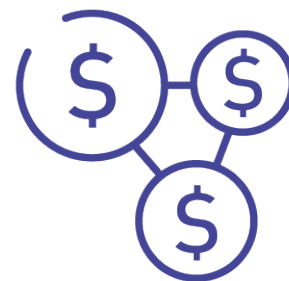
What is my year over year activity by benefit, claims, or patients?

Are the 90-day supply claims increasing?

Has the payor type changed over time?

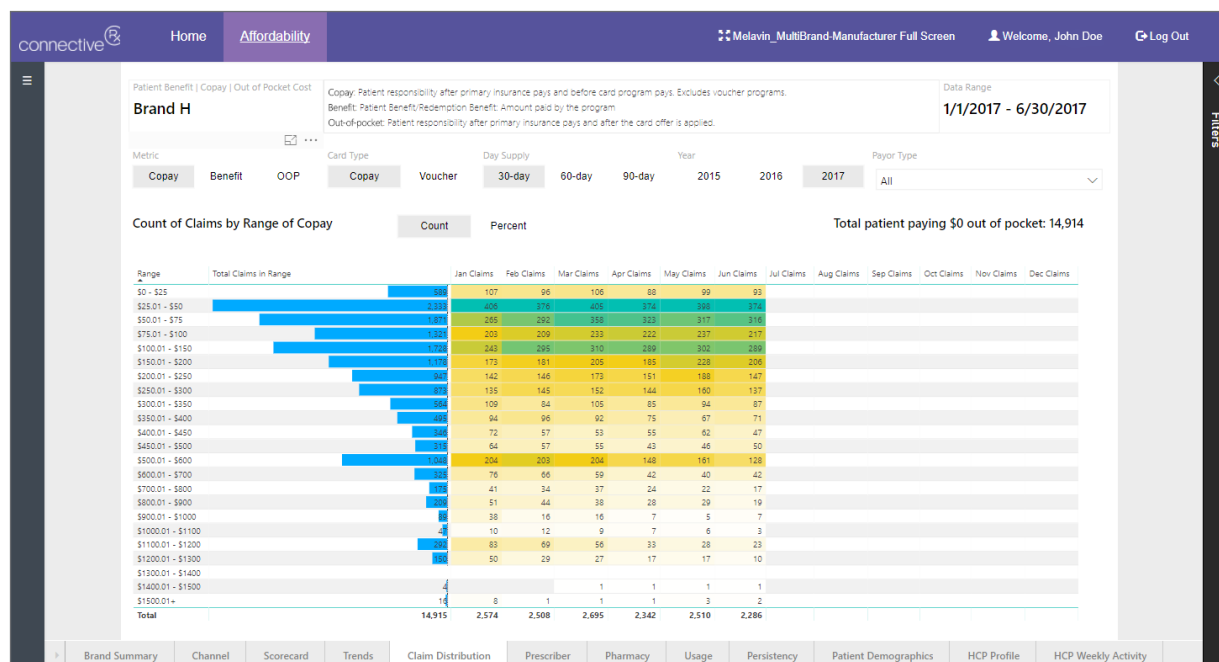


Claim distribution



What proportion of claims are for less than \$50?

Are patient copays lower at the end of the year compared to the beginning of the year?



Prescriber



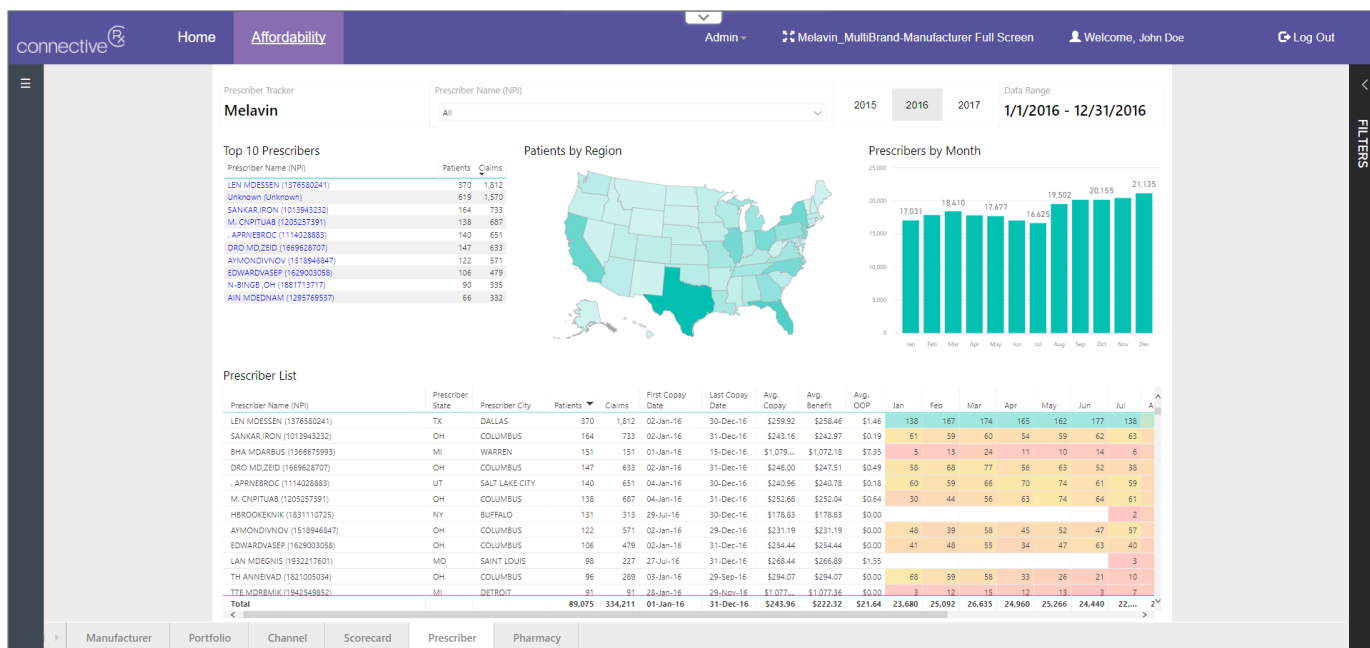
Who are my top 10 prescribers relative to copay card redemptions?

How can I view prescribers in a state or region of the US?

What is the ratio of prescribers to members?

How can I export a list of prescribers?

Is there a difference in avg. copay, benefit, and out of pocket relative to each prescriber?



Pharmacy



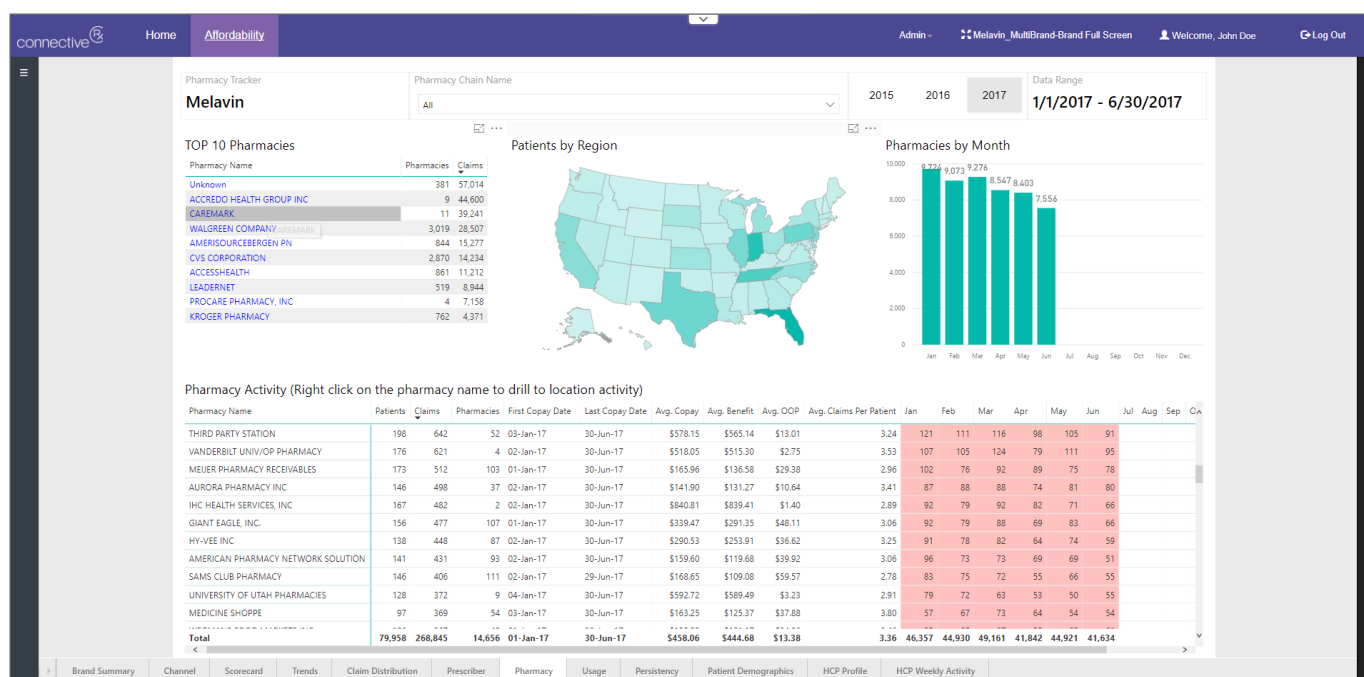
Which are my top 10 pharmacies relative to copay card redemptions?

How can I view pharmacies in a state or region of the US?

What is the ratio of pharmacies to patients?

How can I export a list of pharmacies?

Is there a difference in avg. copay, benefit, and out of pocket relative to each pharmacy?

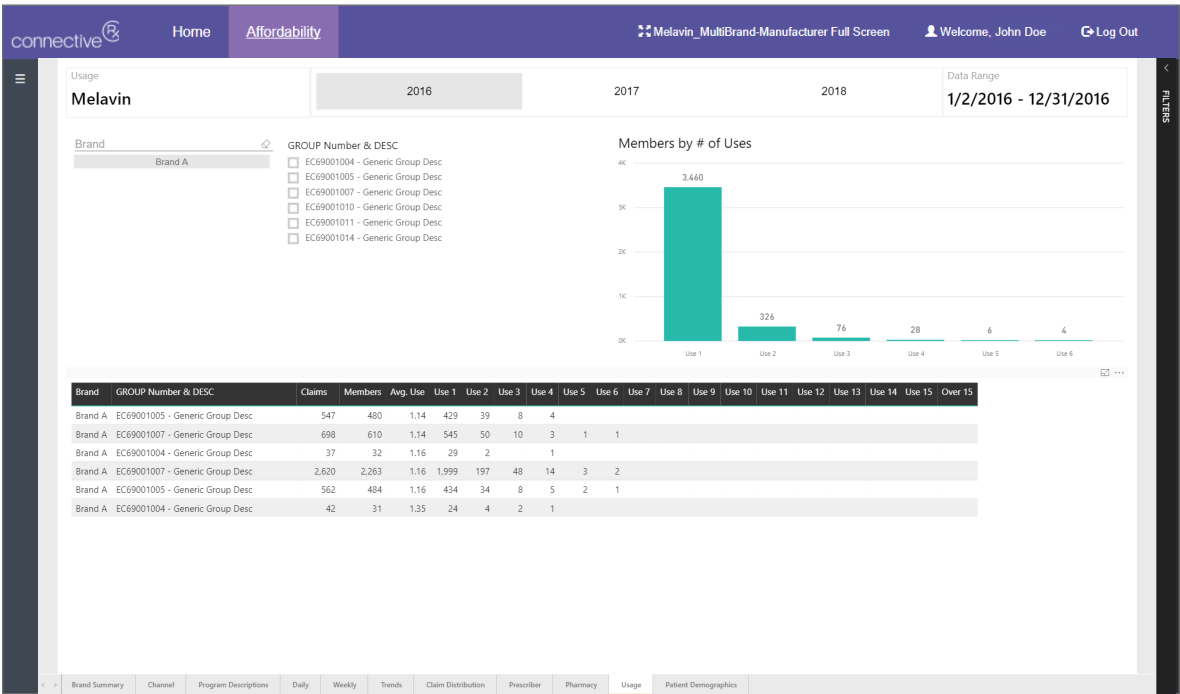


Usage



How can I understand claims and refills for each group?

How many patients make it to a third fill?



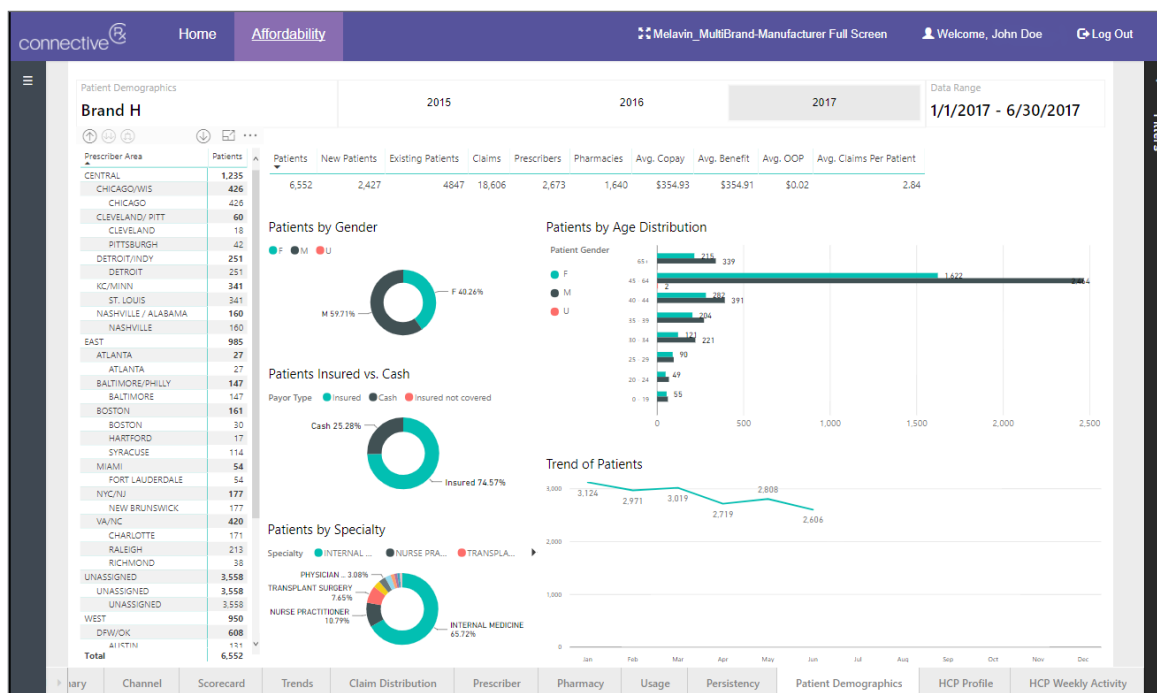
Patient demographics



What percentage of members are insured?

How many members are over 65?

What percentage of my members are female?



VIP content



VIP content available in portal

Data are refreshed daily and include the most recent 3 calendar years of data.*
Time reporting intervals include weekly, monthly, annual, and year over year.

*There is a 2-day lag

Metrics

Claims
Members
Patient copay
Benefit paid by manufacturer
Patient out of pocket
Pharmacies
Prescribers
Channel

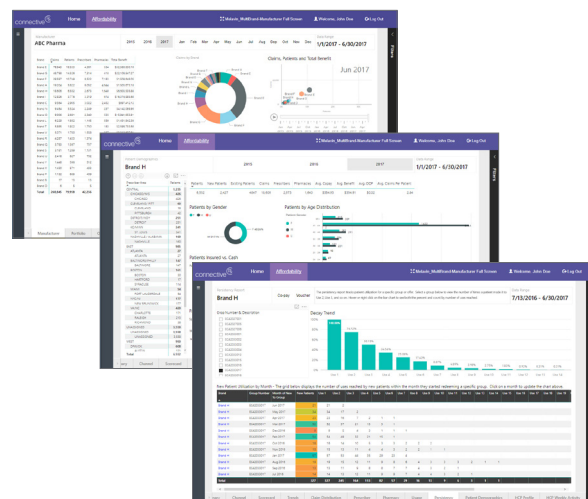
Filters

Days' Supply
Distribution channel (EHR, pharmacy, rep-delivered, SMS, web)
Insurance status (insured, insured not covered, cash)
NDC
Member type (new to program, existing)
Pharmacy type (community, institutional, mail order, long-term care...)
Prescriber specialty
State

VIP views

Manufacturer
Brand summary
Channel summary
Scorecard
Trends
Patient demographics
Claim distribution
Prescriber
Pharmacy
Usage

Note: Customized views can be made available

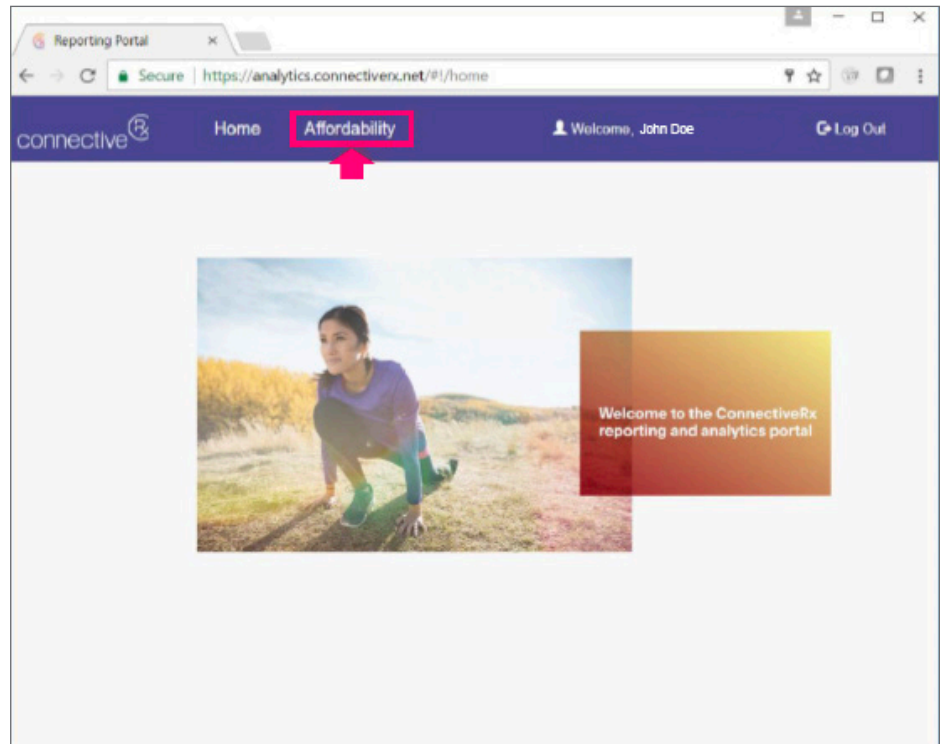


Navigation and Support

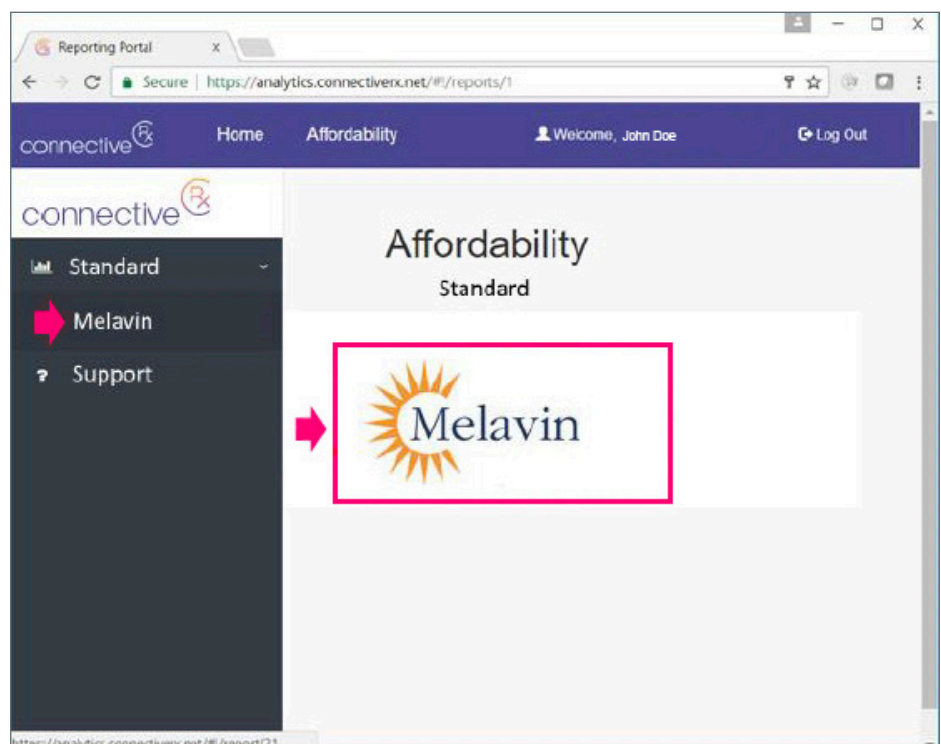


Navigation

Select your ConnectiveRx **solution** type from the top navigation bar.



Select your brand level **reports** from the left side navigation bar or the "Affordability" screen.

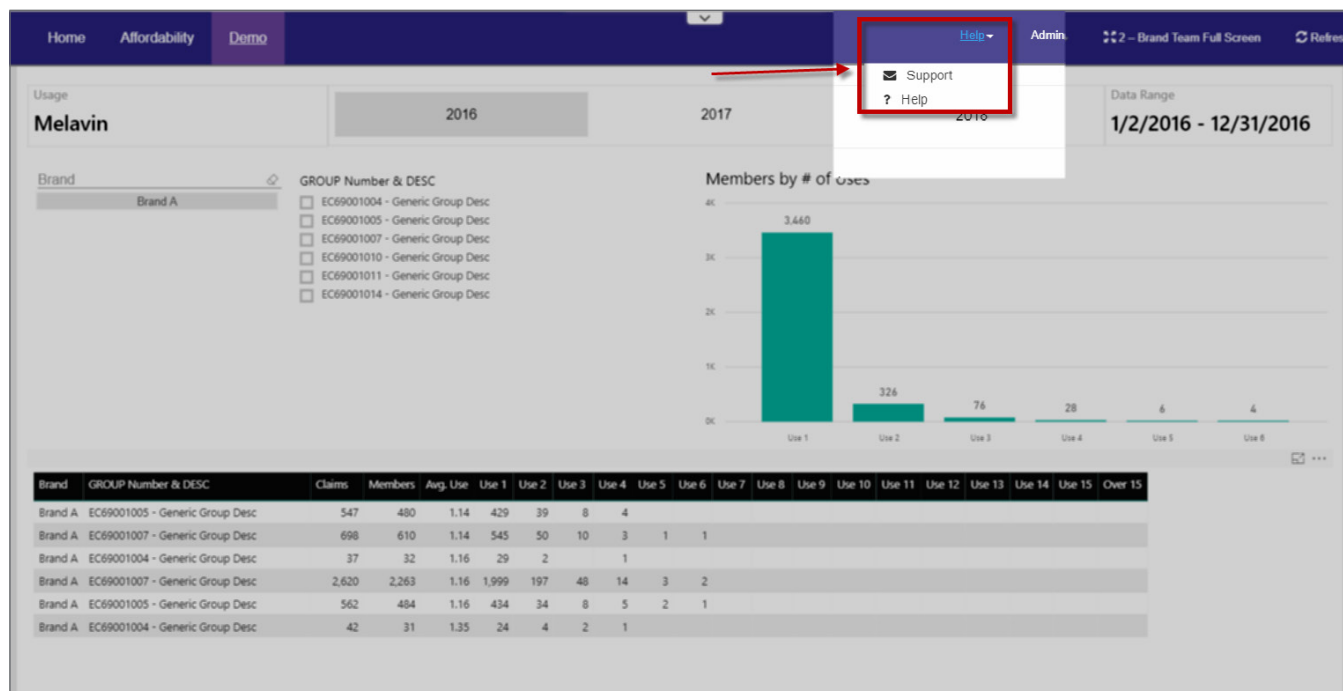


Support

Click the “Support” link located on the top navigation bar to contact the ConnectiveRx portal support team for questions or assistance accessing a report.

Support Email

AnalyticsPortalSupport@connectiverx.com



Functionality



Functionality

Visible page filters

Visible filters appear on multiple pages to quickly select the month, year, program, or metric. They may appear as buttons, toggles, check boxes, or drop downs.

Filters vary by page view.

Click to filter

Click a year or month to change the date range. Notice the data range only includes Jan 2018.

| | | | | | | | | | | | | | | | |
|------|------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------------------------------------|
| 2016 | 2017 | 2018 | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Data Range 1/1/2018 - 1/31/2018 |
|------|------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------------------------------------|

Ctrl + click to multi-select

To select multiple years or months use Ctrl + click. Notice the data range now includes 3 months.

| | | | | | | | | | | | | | | | |
|------|------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------------------------------------|
| 2016 | 2017 | 2018 | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Data Range 1/1/2018 - 3/31/2018 |
|------|------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------------------------------------|

Click to deselect

To deselect a month, click the highlighted month. The default data range includes the last available claim.

| | | | | | | | | | | | | | | | |
|------|------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----------------------------------|
| 2016 | 2017 | 2018 | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Data Range 1/1/2018 - 9/5/2018 |
|------|------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----------------------------------|

Data Range

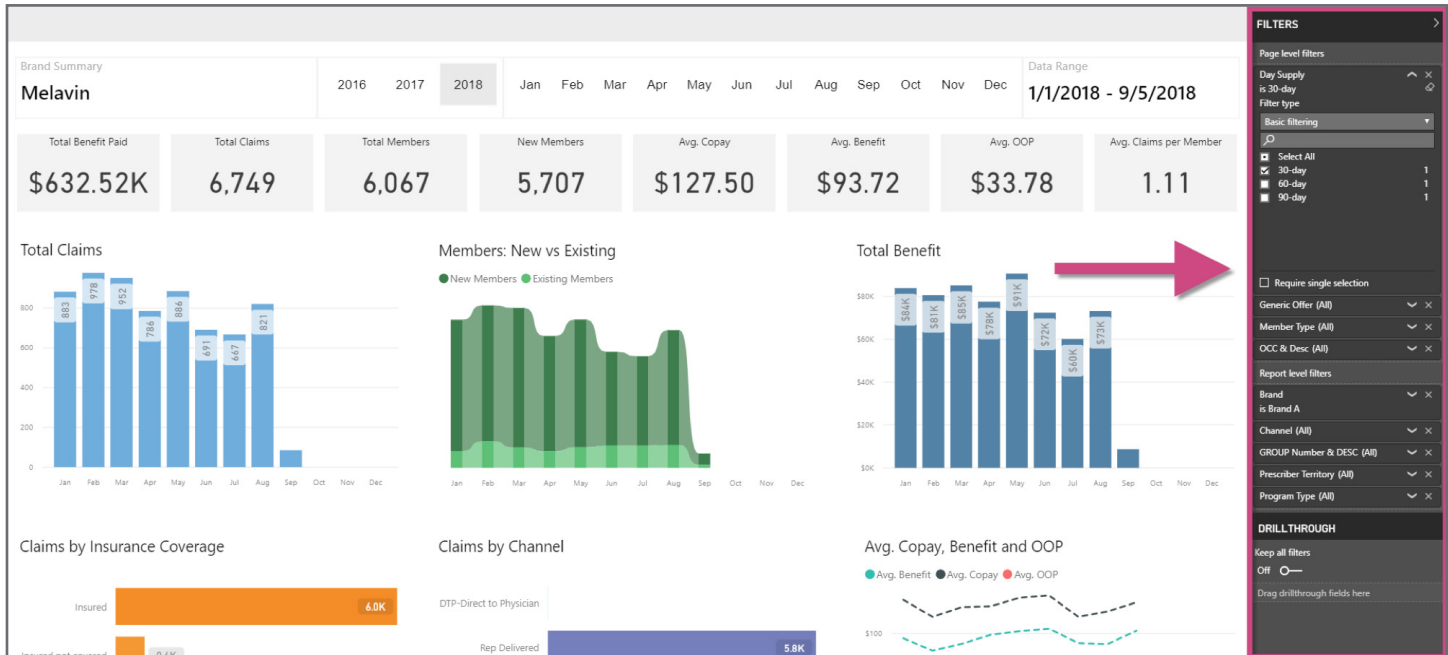
The Data Range shows the first and last claim available within the selected time frame. It cannot be edited.

| | | | | | | | | | | | | | | | |
|------|------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------------------------------------|
| 2016 | 2017 | 2018 | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Data Range 5/1/2018 - 10/30/2018 |
|------|------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------------------------------------|

Functionality

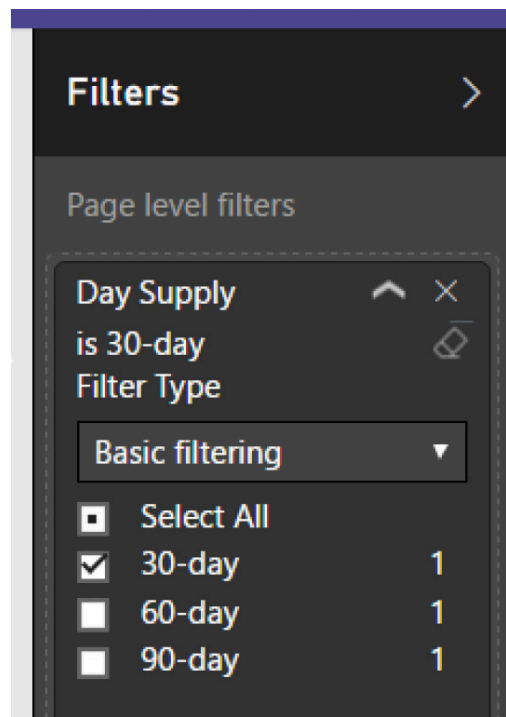
Filters: Day Supply

Click "Filters" on the right side navigation menu.



Expand "Day Supply" and check all that apply

Click the right side navigation menu to expand the sidebar for a more detailed list of available filters.



Click "eraser" icon to clear, or un-check the box

Closing and reloading the report, or hitting refresh on the browser will clear all filters.

Please note: It is possible to delete a filter by hitting the "X".

A user can refresh the browser with the browser's refresh option, hit the F5 button on the keyboard, or simply click "Affordability" and reselect the report to return the default settings.

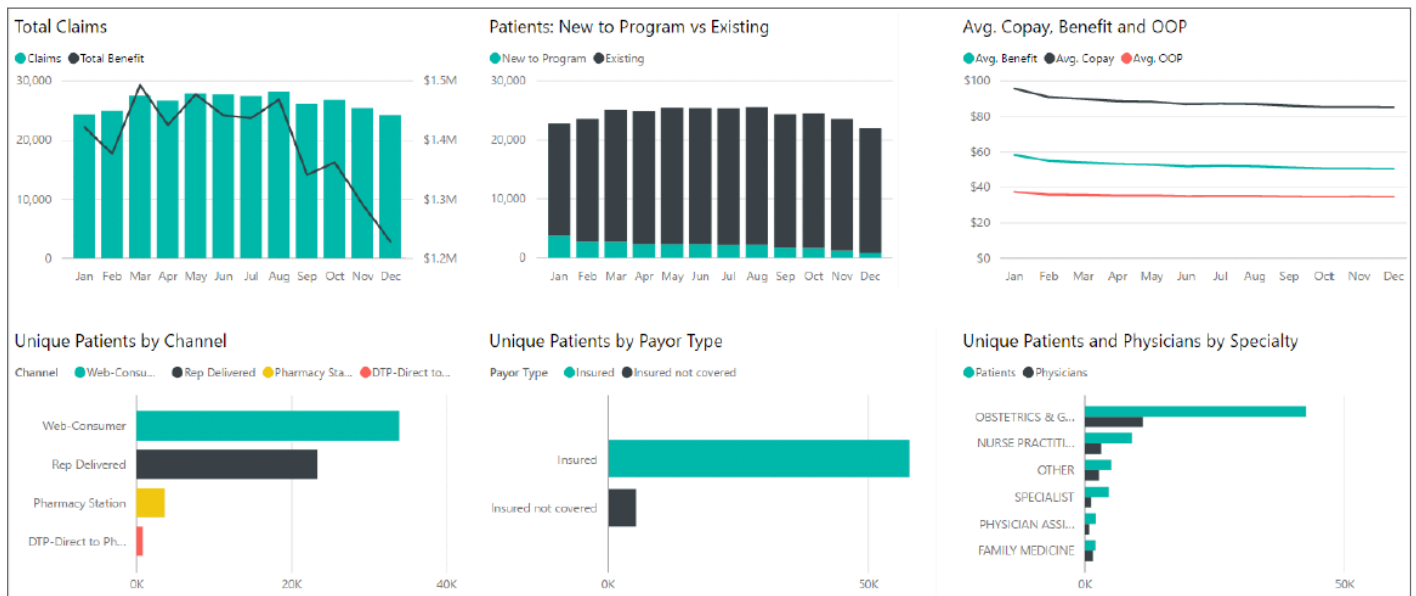
Functionality

Visual chart filters

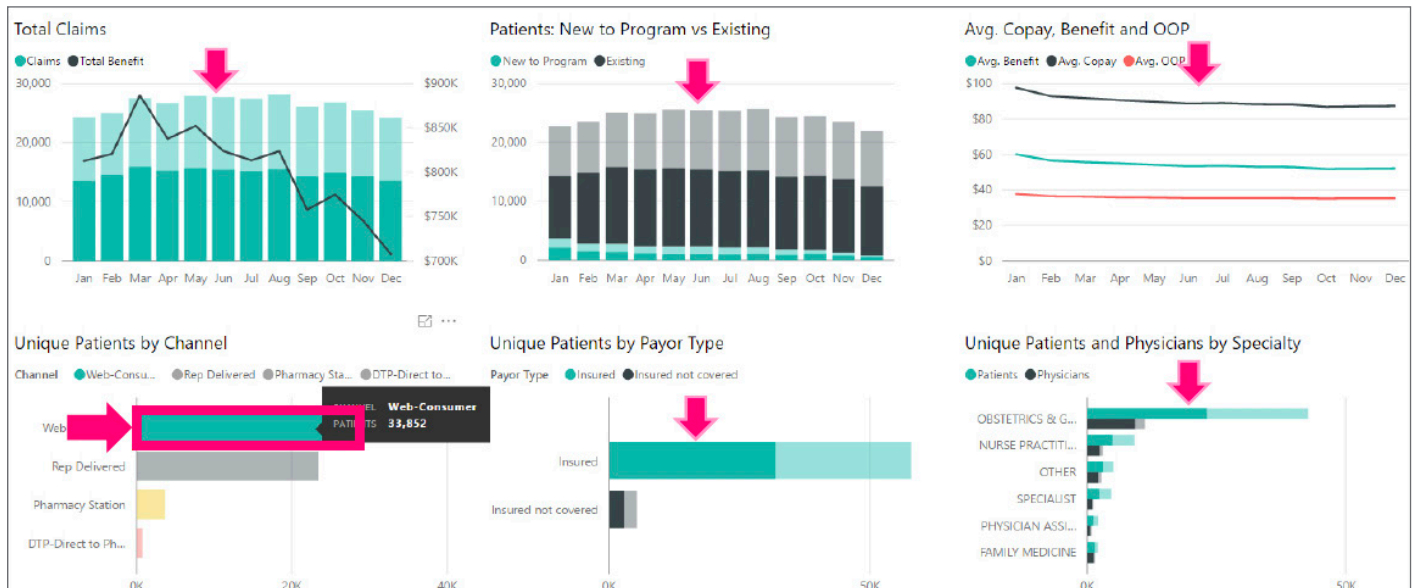
Clicking on bars, lines, or plot points on selected chart objects will also filter panels on the same page view.

In this example, "Web Consumer" was clicked. Notice that the bars are shaded in the other panels to show the amount that the web channel contributed to the other metrics on the report view.

Before



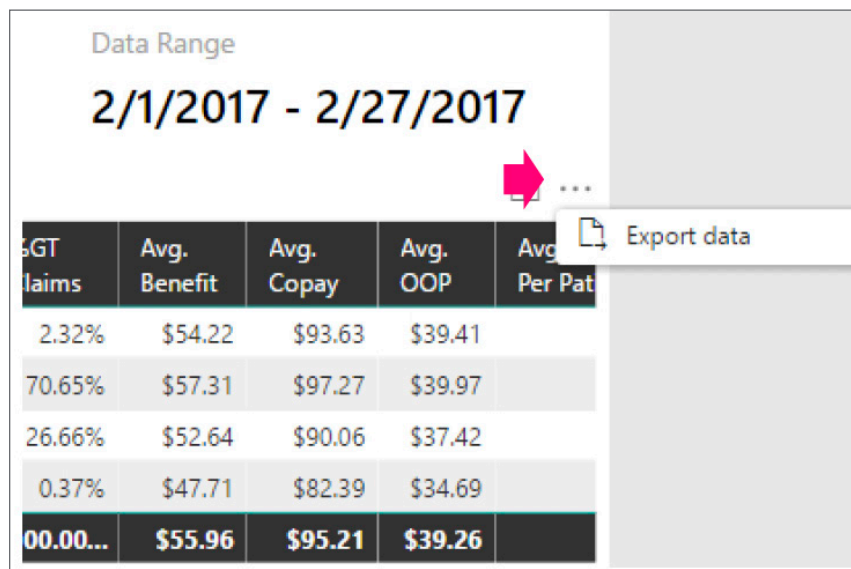
After



Functionality

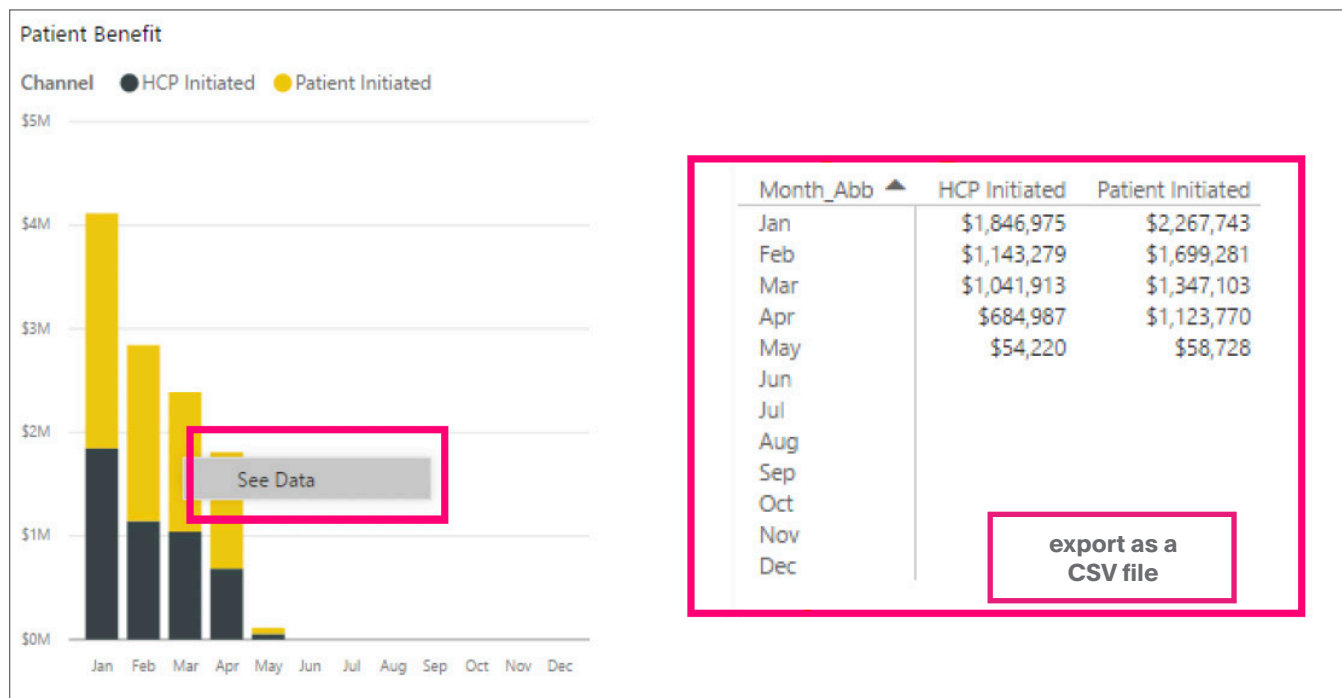
Exporting grids or underlying chart data

For grids, click the ellipsis and select "Export data" on any grid or chart to export to a CSV file.



On chart objects, right click on the chart and select "See Data"

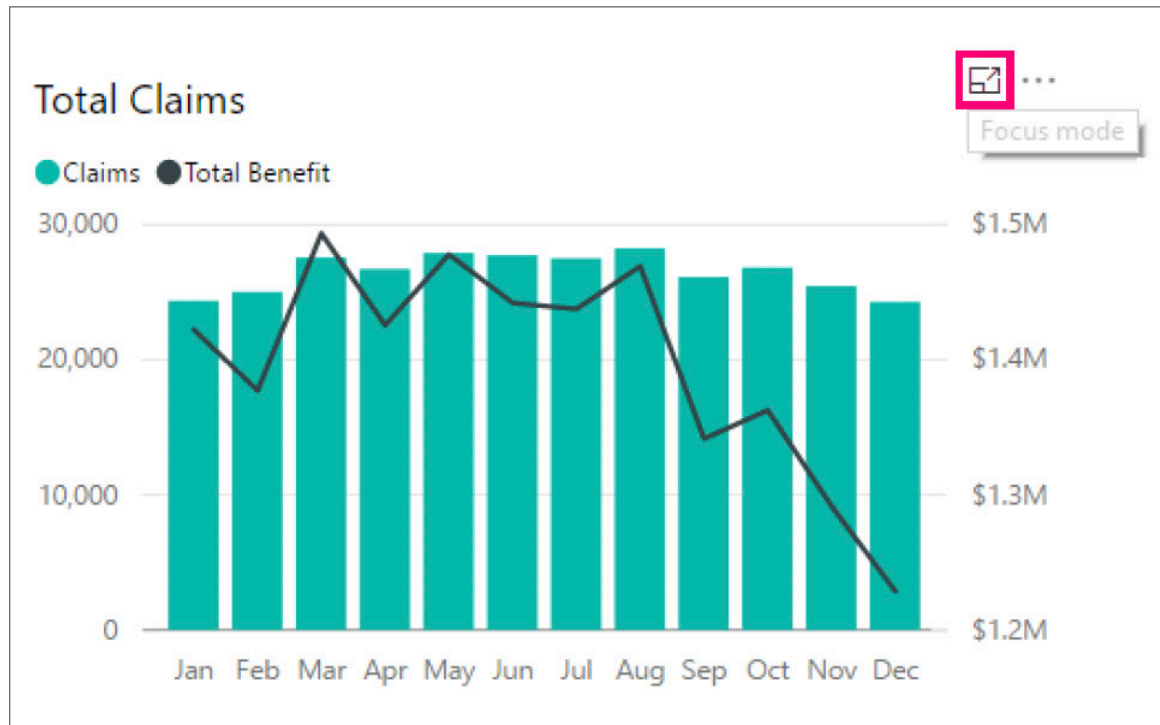
For grids, click the ellipsis and select "Export data" on any grid or chart to export to a CSV file.



Functionality

Focus mode (zoom mode)

Click the Focus mode box to expand a chart to full screen.



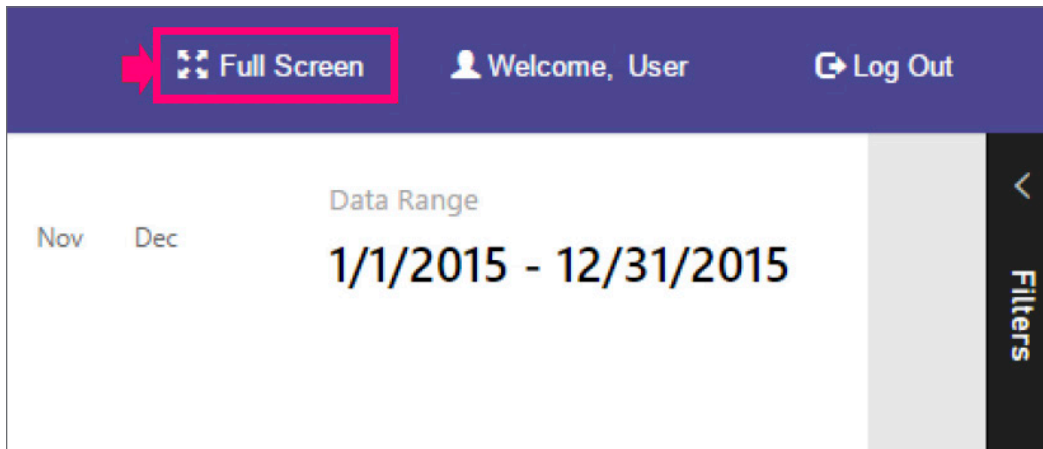
Example of Focus mode in full screen.



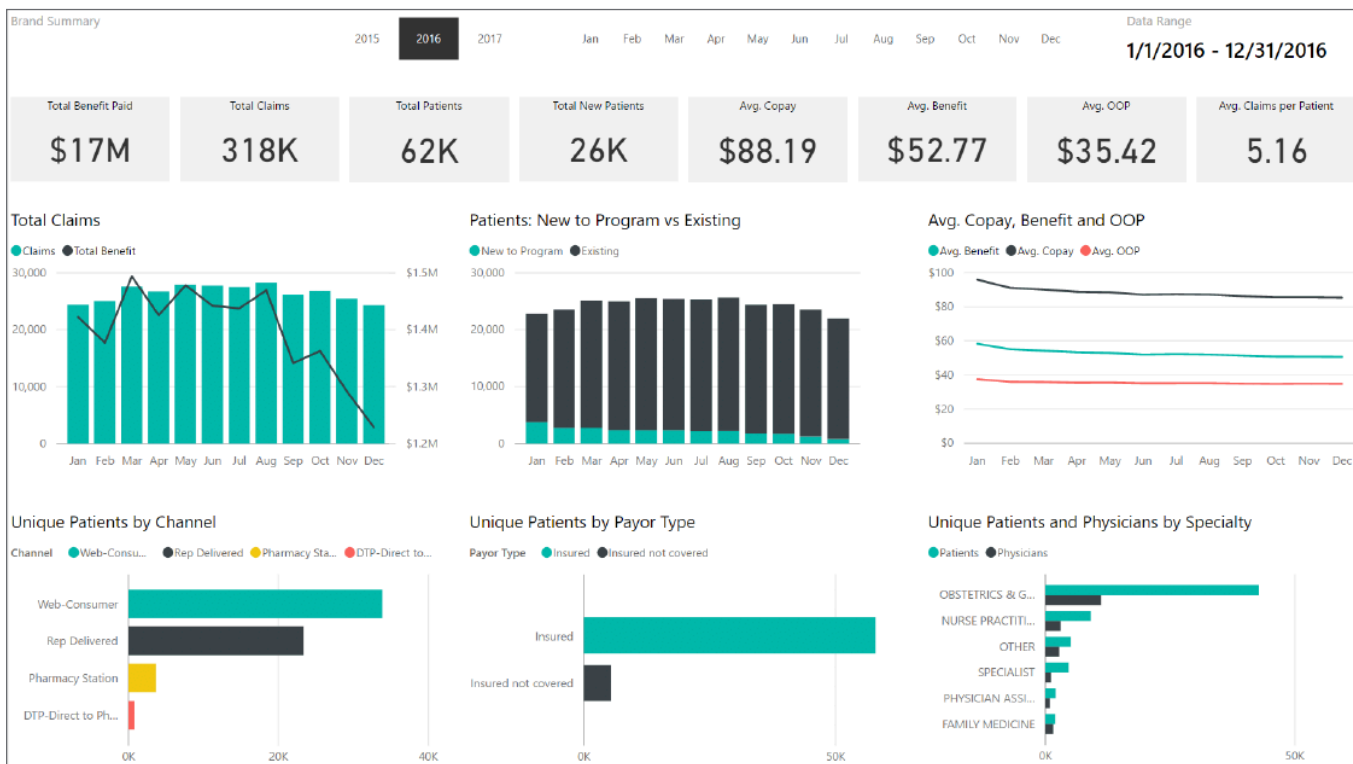
Functionality

Full Screen

The Full Screen option will hide the top and left side nav for improved focus on visualizations.



Full Screen – press escape button on keyboard to return to normal view.



Definitions



Definitions

%GT claims: Percent of grand total of claims.

Avg claims per patient = Claims / patients. Please note that if your program includes vouchers, then you should apply a filter to remove vouchers when viewing this calculation.

Channel: If you feel that the channel description does not properly categorize a specific group, please contact your Program Manager to ensure the channel designation is appropriate for your business.

Data range: The Data Range label displays the first and last date processed of the claims being reported upon in any given report.

data range:
1/1/2017 - 3/20/2017

Drilling:



Returns to the top level of hierarchy



Steps down one level



Expands to the lowest level



Toggles drilling on / off

Focus mode: Focus mode is another term for a zoom feature.

Member: A member is defined as a unique card number within a program for each brand.

New member: A new member is defined as the first time a unique card number is used for a processed claim.

OCC: NCPDP Other Coverage Code

| | |
|----------------------|------------|
| Coverage type | OCC |
| Cash | 00, 01, 07 |
| Insured | 02, 08 |
| Insured, not covered | 03, 04 |

Prescriber alignment files: Custom alignment files may be applied to the reports as additional filtering dimensions. Integration of client provided data files will incur additional cost.

Reversals: Reversals are not displayed as a standalone metric in the portal; however, they are netted out of the total claim counts. Same day reversals are not included. Reversals received after the day of the actual claim, are removed from the claim total for the date that the claim was initially recorded. For example, a reversal received in August for a claim transaction in July will reduce the total claims in July by one.

Filters:

Report level filters and page level filters: Report level filters will retain the user selected value when the user navigates to another page in the report. Page level filters will not retain the user selected value. Refreshing the browser, navigating away from the report, or logging out of the portal, will clear all user applied filters.

Channel: Channel represents the method the patient received access to the affordability program. Common channels include: EHR, pharmacy, rep-delivered, SMS, web, and mail.

Day Supply: 30-, 60-, and 90-day supply values are the available standard. The days' supply is entered by the pharmacist and may contain errors.

30 Day: 1-30 QTY
60 Day: 31-60 QTY
90 Day: 61+ QTY

Date: The date the claim is processed is what is being used to filter and aggregate by date.

Financials:

Copay: Patient responsibility after primary insurance pays and before card program pays. Excludes voucher programs.

Benefit paid: Patient benefit / redemption benefit: Amount paid by the program.

Out of pocket: Patient responsibility after primary insurance pays and after the card offer is applied.

Report sitemap



Report sitemap

| View | Description | Measures | Filters |
|----------------------|--|--|---|
| Portfolio | An overview of multiple brands with several key measures along with the monthly trends for claims, new members, average copay, average benefit, average out of pocket costs. | Total claims Total members Total benefit Prescribers Pharmacies Avg copay Avg benefit Avg out of pocket Avg claims per member Avg Day supply | Year Month Brand |
| Brand summary | Contains a top line scorecard of several key measures along with the monthly trends for claims, new members, average copay, average benefit, average out of pocket costs. Member counts are also provided by channel, insurance coverage, and specialty. | Total benefit Total claims Total members New members Avg copay Avg benefit Avg out of pocket Avg claims per member Channel Payor type (OCC) Prescriber specialty | Year Month |
| Channel | Claims, benefit and member trends by channel type. Includes ability to investigate by group. | Total benefit Total claims Total members New members Avg copay Avg benefit Avg out of pocket Avg claims per member Channel | Year Month Channel Group |
| Scorecard | A tabular view of several key metrics by group and offer. Also includes offer start and expiration date. | Group start date Group expiration Member claims Avg benefit Avg copay Avg out of pocket Avg claims per member Avg Day supply Channel Offer description | Year Month Day Supply Group OCC Offer Member type Program type |

Report sitemap

| View | Description | Measures | Filters |
|-----------------------------|---|---|--|
| Trends | Year over year look at total benefit, claims, and members with the ability to aggregate the data by NDC, specialty, member type, payor type, Day supply, and pharmacy type. | Total benefit paid (\$) Claims Members | Metric Year NDC Specialty Member type Payor type Day Supply Pharmacy type |
| Claim distribution | A histogram of the count of claims by range of benefit, copay, and out of pocket cost. This also has the ability to slice the data by day. | Count of patients by: Benefit paid Copay Out of pocket | Metric Day Supply |
| Patient demographics | Patient counts by gender, age, state, insurance coverage, and specialty. | Patients Prescribers Pharmacies Avg benefit Avg copay Avg out of pocket | Year Month Day Supply Group OCC Offer Patient type Program type |
| Prescriber | A list of all prescribers with claims over the last 3 calendar years. Top 10 HCPs and a heat map of prescribers by state are also included. | Patients Claims (Year, Month, MTD) Patients by state Unique prescribers by month with claims First copay date (in last 3 calendar years) Last copay date Avg copay Avg out of pocket | Day Supply Group OCC Offer Patient type Program type |

Report sitemap

| View | Description | Measures | Filters |
|-----------------|---|---|--|
| Pharmacy | A list of all pharmacies with claims over the last 3 calendar years. Top 10 pharmacies by claims and a heat map of pharmacies by state are also included. | Pharmacies by chain Pharmacies by state Pharmacies Patients Name State City Claims Pharmacies First copay date Last copay date Avg copay Avg benefit Avg out of pocket Avg claims per patient | Day Supply Group Pharmacy name OCC Offer Patient type Program type |
| Usage | A unique count of patients and the number of times they utilized a specific offer. | Claims Patients Avg uses by group Count of uses up to 15 | Group Offer Program type |

Notes

[illegible]



ConnectiveRx
200 Jefferson Park
Whippany, NJ 07981
www.connectiverx.com

©2019 ConnectiveRx



Visual
Intelligence
Portal

BK_VIP_Jan2019