

MANAGED MARKETS



Whether used as part of our DDS-BrandEX™ platform or as a standalone service offering, D Cube's Managed Markets analytics services delivers value to our customers through an integrated payer-provider-patient framework that delivers rare insights beyond the usual. We understand the increasing complexities & dependencies in today's managed markets world and how important it is for organizations to stay ahead of trends in order to maximize the value of their products. The range of services offered in a scalable delivery model makes it easy for sales teams to leverage our industry expertise across a variety of engagement models ranging from tactical execution to strategic centers of excellence.

PAYER ANALYTICS :

- By Plan
- By CBSA
- By patient demographics
- Avg OOP difference bet. Aban to switch
- Avg Days gap between Aban to Switch



PROVIDER ANALYTICS:

- Provider account segmentation & account-based sales analytics
- Medical condition and service pattern linkage with drug utilization rates
- EMR/EHR analytics for drug safety risk-benefit quantification
- EMR/EHR analytics to measure physician engagement

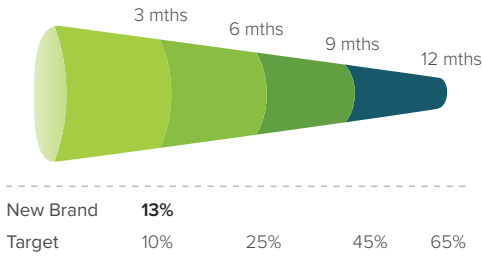
PATIENT & PHYSICIAN MANAGEMENT

PATIENT ANALYTICS

- Patient Drop Off Rate
- Analytics
- Rx Switch Analysis
- Compliance Program
- Analytics
- Patient Support Program
- Monitoring
- Co-Pay card Utilization
- Loyalty Program Analytics

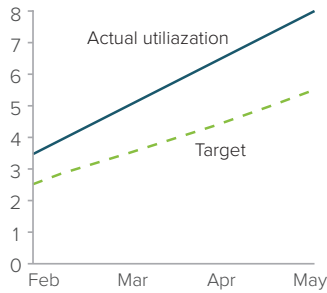
Patient drop-off rate

% filtered by new Brand since launch through May 2015



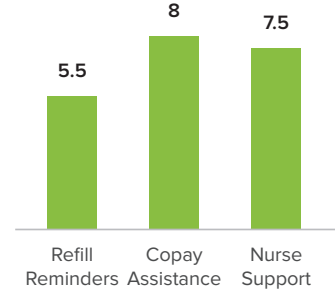
Number of Patient Enrolled in Patient Loyalty Program

(000)s, filtered by national view monthly from Feb to May 2015



Effect of the patient Compliance Programs

Score out of 10 based on patient survey as of week ending June 14, 2015

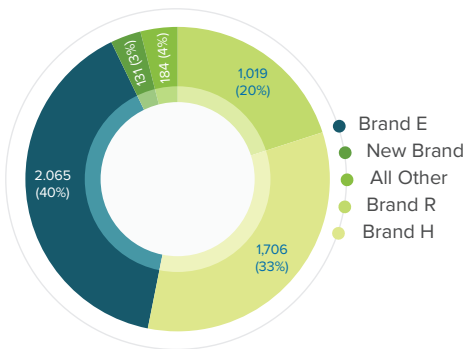


PHYSICIAN ANALYTICS

- Physician Segmentation
- Brand Affinity Mapping
- Brand Usage Analytics
- Unmet Needs Analytics
- Channelized Physician Engagement Analytics

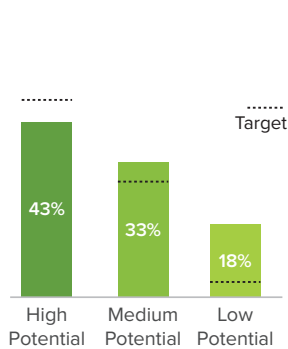
Brand mentions on selected dermatology sites

(%), filtered by websites (Psoriasis.org, Daily Strength.org, WebMD.com, Arthritis.org, Askaspatient.com, RevolutionHealth.com) Since launch through week ending June 14, 2015



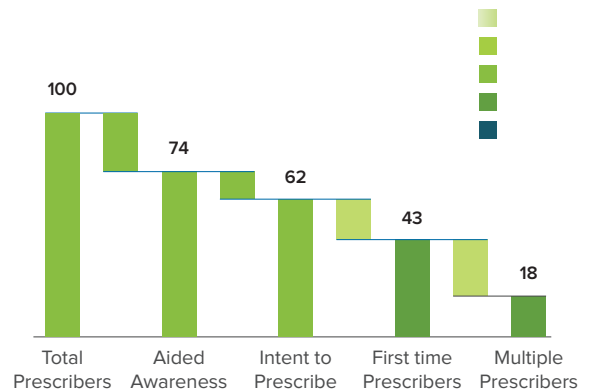
Physician Prescribing New Brand

% filtered by all physician specialties since launch through week ending June 14, 2015



Physician Adoption Funnel

% filtered by all physician specialties as of week ending June 14, 2015



CONTRACT MANAGEMENT

Payer Plan Attractiveness	Deal Management	Performance Monitoring
<ul style="list-style-type: none"> ■ Integration of lives, utilization, claims, and formulary data to measure plan influence on brand mix ■ Analysis of patient restrictions, copays, sensitivity, and utilization ■ Estimation of incremental volume and revenue from contract wins 	<ul style="list-style-type: none"> ■ Identification of appropriate rebate estimates ■ Deal margin analysis for maximum profitability ■ Account for payer opportunity cost ■ Data integration of internal pricing and competitor pricing for scenario analysis ■ Define plan and deal confidence range for mROI 	<ul style="list-style-type: none"> ■ Retrospective performance assessment of each contract ■ Target vs. actual performance with alerts ■ Access favorable access vs unfavorable access impact for each plan ■ Predictive modeling for forecasting deal revenue maximization at definite periods