

RxAnalystSM Prescription Audit

Insight to physician prescribing intent and pharmacy fulfillment

- ▲ Do you know precisely how prescribers write for your drug, including important details?*
- ▲ Do you know why substitution may be occurring when the prescriber wrote for your brand?*
- ▲ Are you converting scripts from your old to newly formulated brand, or losing them to generics?*
- ▲ What are the writing routines of physicians for your brand, and do they vary between specialties?*

Rationale

Brand teams and the sales force spend tremendous energy and resources trying to persuade prescribers to write for their brand. A prescriber's intent for the patient to use the brand by writing a prescription is only step one, but it does not guarantee it will actually be dispensed at the pharmacy. **RxAnalyst** documents precisely how prescriptions were written and how they were dispensed, revealing any issues that may hinder selling efforts.

Sample and Methodology

RxAnalyst is a proprietary service that is customized to the needs of each brand studied. A representative subset of DMD's large retail pharmacy panel is sent invitations and survey instrument to participate. As a quantitative study, we sample enough pharmacies to generate a quantitative number of prescriptions for analysis—from as few as 50 to over 1,000. Often, our clients track changes over time to measure promotional success. Prescription details are collected both prospectively and retrospectively, depending on your key business questions and time constraints. Each prescription record retrieved and documented typically captures the following details:

- Dosing and signa
- Strength
- Authorized refill quantity
- Rx protection status: DAW or Brand Medically Necessary
- Physician specialty
- Date Rx written by prescriber and filled in the pharmacy

On the dispensing side of each prescription **RxAnalyst** shows:

- What was actually dispensed
- Reasons for any substitutions (payer formulary, lack of Rx protection, Step edit/prior authorization, etc.)
- Payment method information (including any codes)
- Basic patient demographics (age, sex)
- Additional open or close ended questions are often included

Report

DMD has conducted **RxAnalyst** studies for over 20 years and provides analytical reports in PowerPoint. We offer complete flexibility for your output requirements.

Timing

RxAnalyst typically requires 4-6 weeks to complete. However, if a brand has moderate to high sales volume we have successfully completed studies from study approval to final report in as little as two weeks.

Investment

Because each **RxAnalyst** study varies in size and scope, DMD will review the details of your business questions in advance of preparing a proposal to meet your needs.

DMD Contacts

For more information or consultation about how **RxAnalyst** may answer your prescription related business questions, please contact marketresearch@deltamarketingdynamics.com or feel free to call us directly:

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Thank you and we look forward to the opportunity to work with you!