PHAST™ Integrated

Easily compare product performance across the total market, retail and nonretail, with PHAST™'s multidimensional audit tool.

Based on the most comprehensive sample of retail, non-retail, and claims-based activity in the industry, PHAST™ Audits provide best-in-class insights to deliver timely market intelligence.

Symphony Health offers the Pharmaceutical Audit Suite (PHAST)™ in conjunction with the exclusive PHAST™ insight tool to meet the urgent need for prescription market and performance information to support a variety of business processes.

- Market sizing
- Product launch planning
- Product performance tracking
- Competitive landscape analysis
- Financial analysis reporting
- Inventory forecasting

PHAST™ Integrated gives accurate answers to business questions about US retail and mail order prescriptions, combined with institutional sales of pharmaceutical products:

- Which channels are driving the highest sales volumes in the market?
- How are infused products being utilized by channel and class of trade?
- What is the volume of product flowing through retail pharmacies and non-retail institutions by geographic area?
- What is the weight of the active ingredients of my brands being distributed and dispensed?
- How is pipeline inventory changing over time?
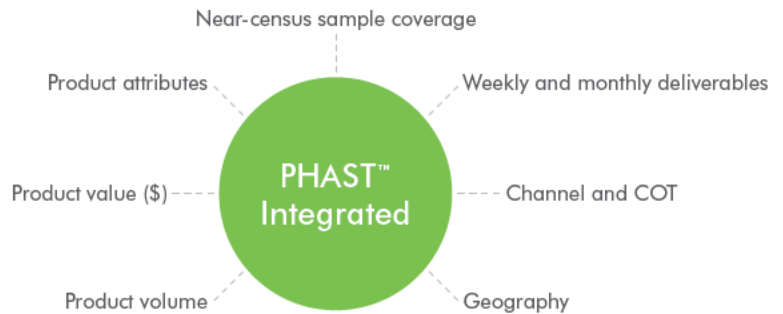
PHAST™ Integrated is powered by IDV®

Symphony Health's IDV® (Integrated Dataverse) provides the most comprehensive and interconnected source of healthcare data in the industry. Bringing together near-census point-of-sale prescription data with extensive prescription, medical, and hospital claims, the IDV® is the foundation for all Source® data products.

IDV® offers one consistent data platform across product, payer, and patient dimensions with specific views and tools to answer key questions and facilitate critical commercial processes within sales, marketing, and managed markets insights.

PHAST™ Integrated

The insights you need, when you need them

PHAST™ Integrated is updated weekly and monthly with the fastest updates in this industry.

PHAST™ Integrated

- Near-census sample coverage
- Product attributes
- Weekly and monthly deliverables
- Product value ($)
- Channel and COT
- Product volume
- Geography

PHAST™ Integrated is a key component of the PHAST™ Pharmaceutical Audit Suite

METRIC TYPE	PRESCRIPTION	NONRETAIL	INTEGRATED
Rx count/claim count	✔ (Rx)		
Quantity/units	✔	✔	✔
Dollars	✔	✔	✔
Copay/patient pay			
Kilograms/milligrams	✔	✔	✔
Pack units	✔	✔	✔
Patient counts			
Source of business			
Daily consumption (DACON)	✔		
Writer Rx count	✔		
Time comparison metrics	✔	✔	✔
Percent change metrics	✔	✔	✔
Share and rank metrics	✔	✔	✔

DIMENSIONS/ATTRIBUTES	PRESCRIPTION	NONRETAIL	INTEGRATED
Drug	✔	✔	✔
Physician specialty	✔		
Patient	✔		
Data type/channel	✔		✔
COT/sub-COT		✔	✔
Geography	✔	✔	✔
Payer			
Payment type	✔		
Reject groups/reasons			