

Aligning Specialty Data Value Proposition With Stakeholder Needs

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CBI's 2nd Annual Forum on Strategic Distribution Planning for Specialty Products

Let's Calibrate



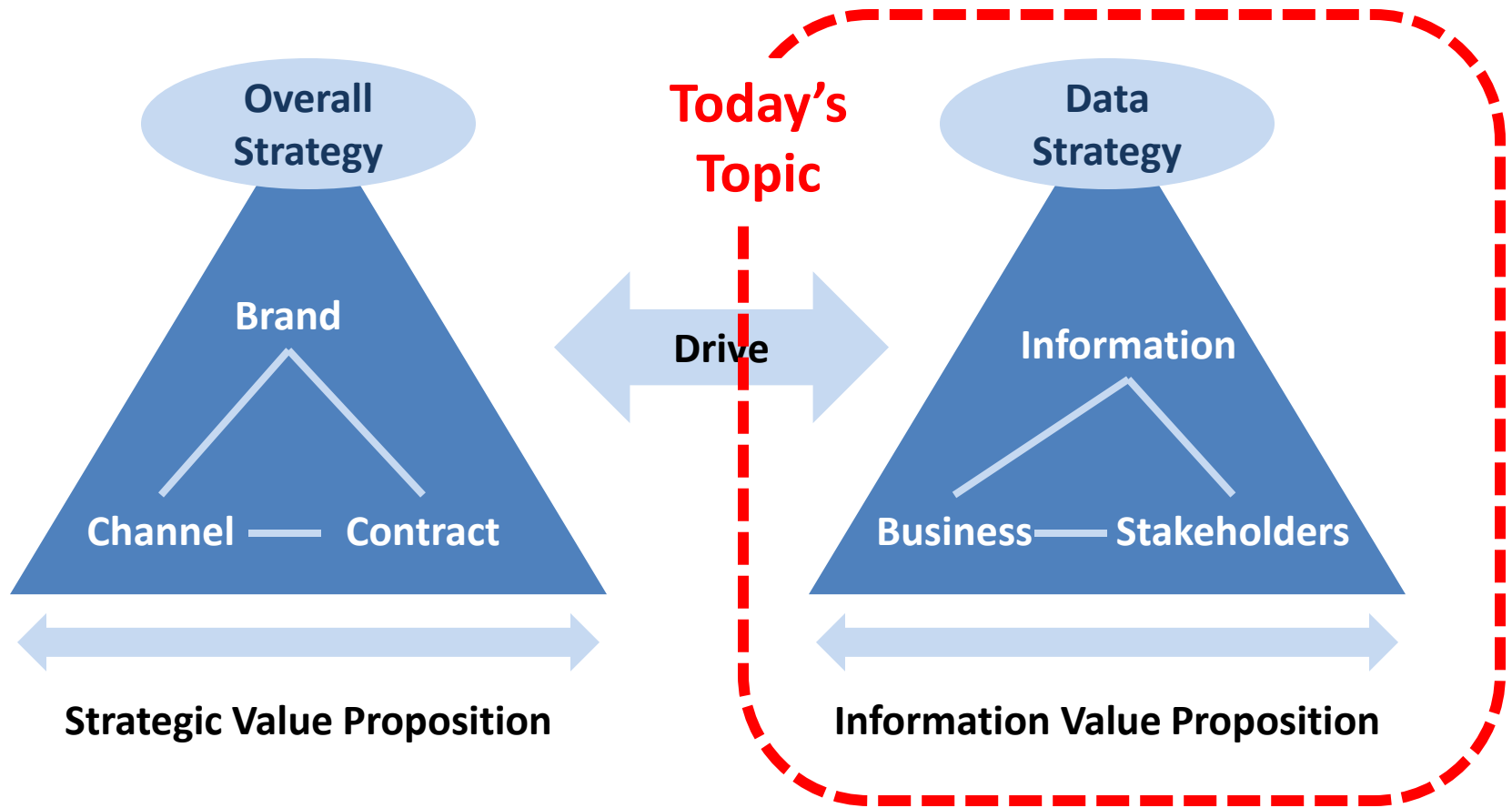
**Who uses
data???**



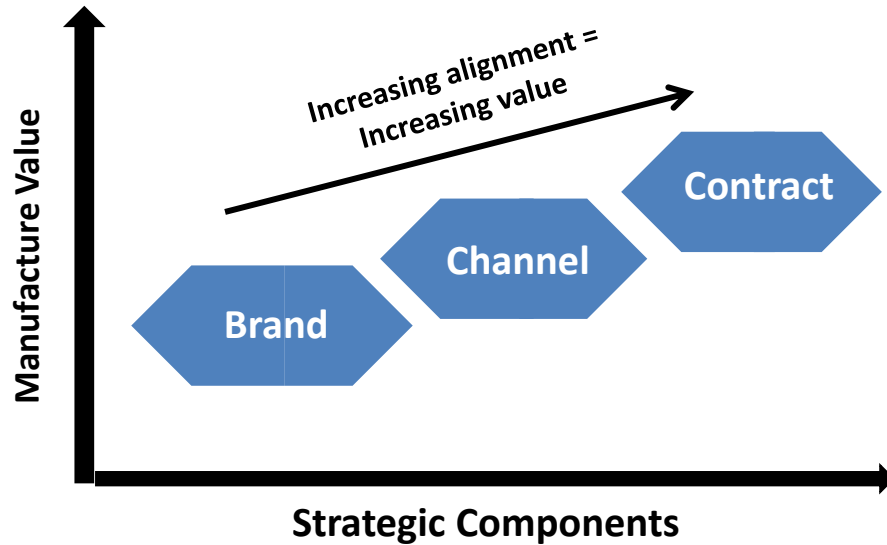
**Who uses
information???**

Value Propositions

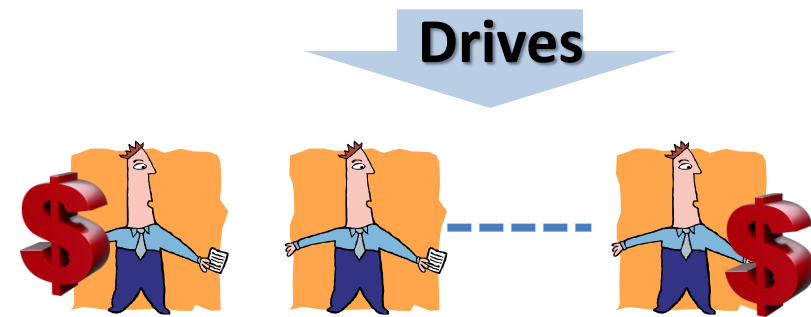
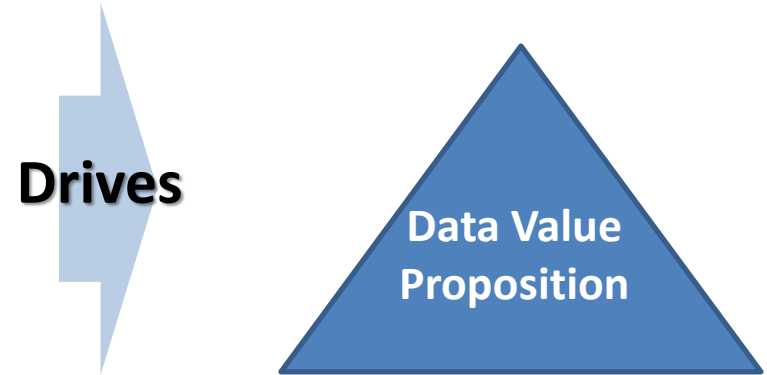
What's Important????



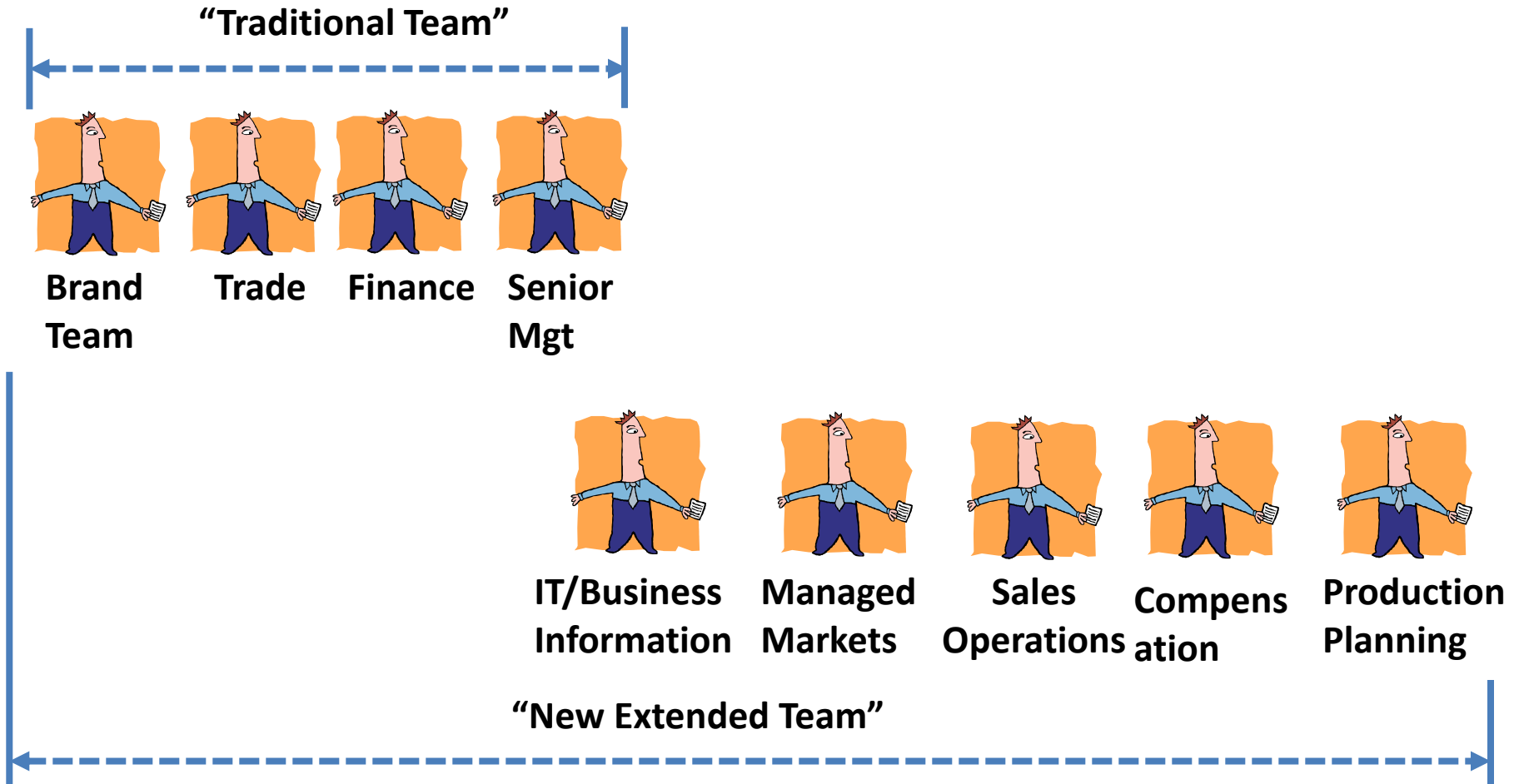
The Strategic Value Proposition Drives The Data/Information Proposition



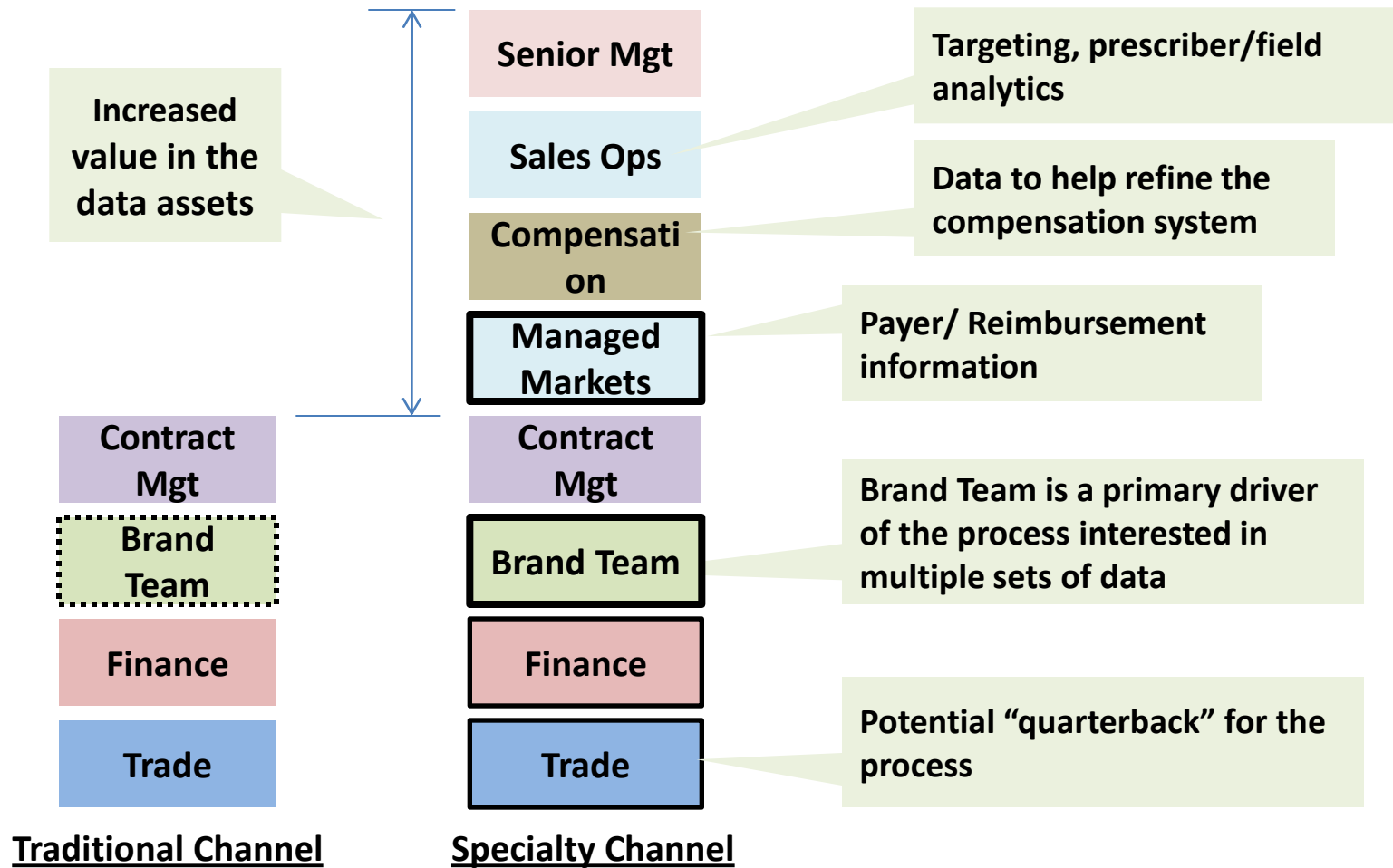
Strategic Value Proposition



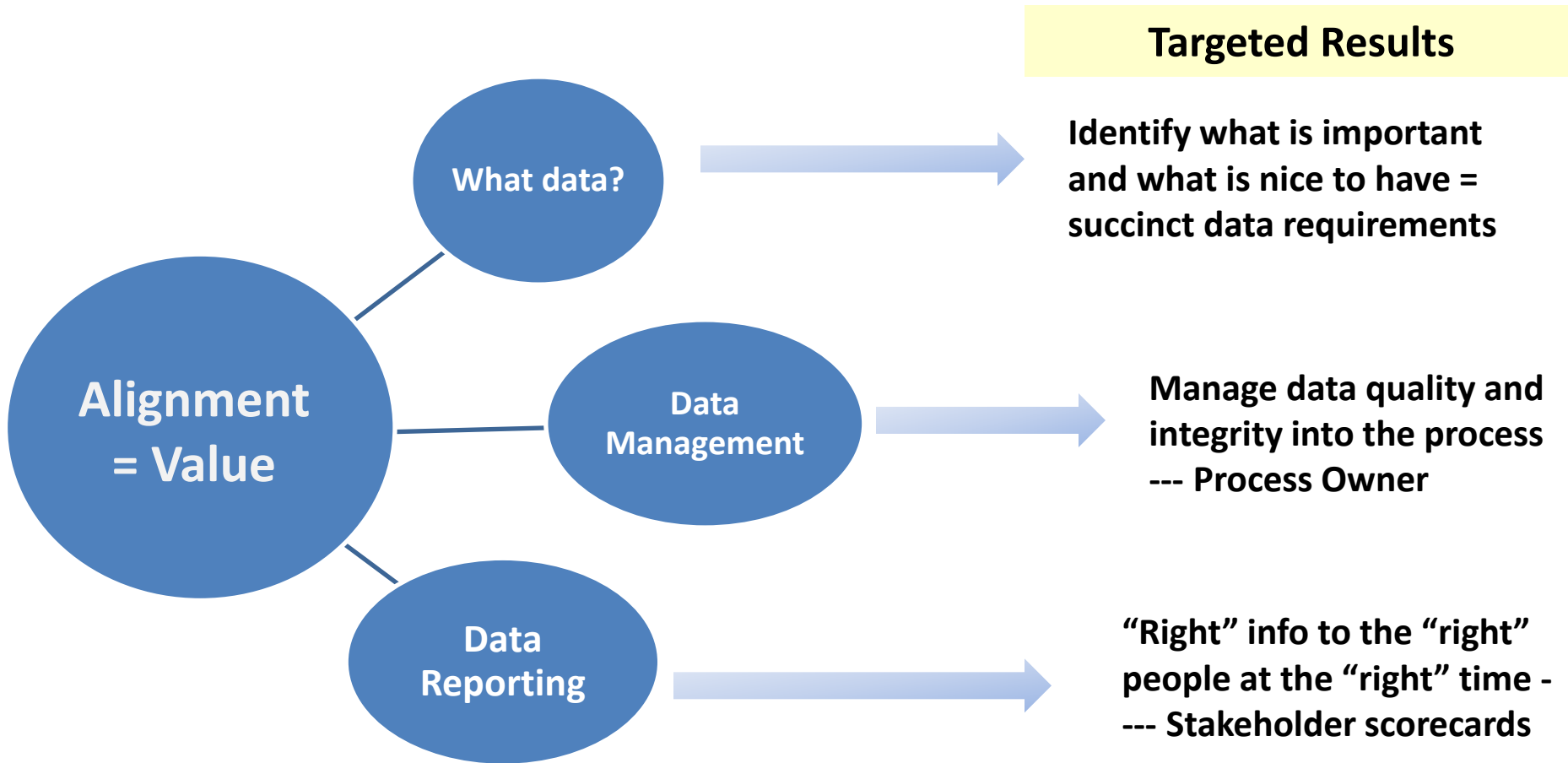
Information Value Proposition Can Increase Stakeholder “Action” Value Proposition



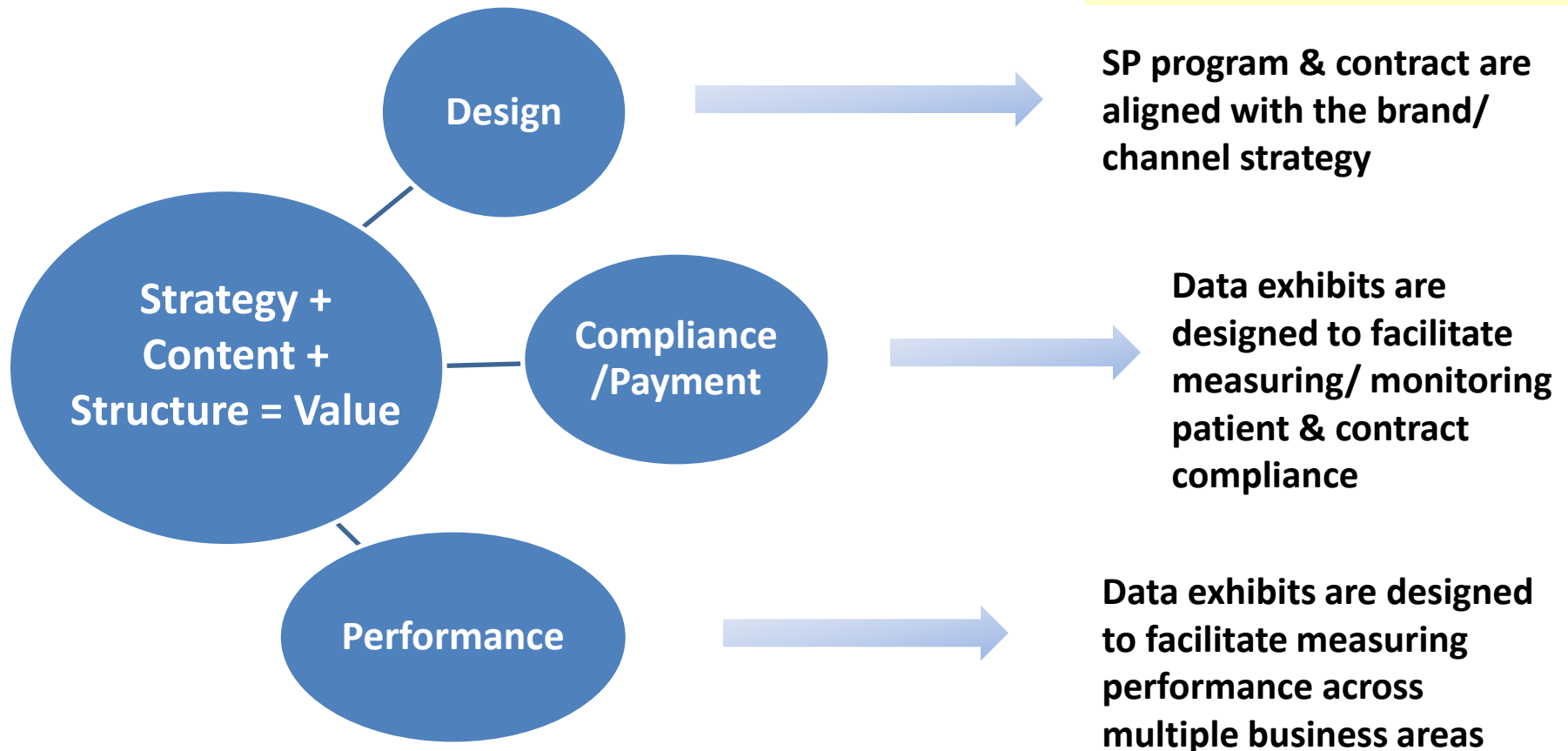
As The Data Sets Increase, The Number Of Stakeholders Using The Data Increases And The Potential Business Impacts Increase



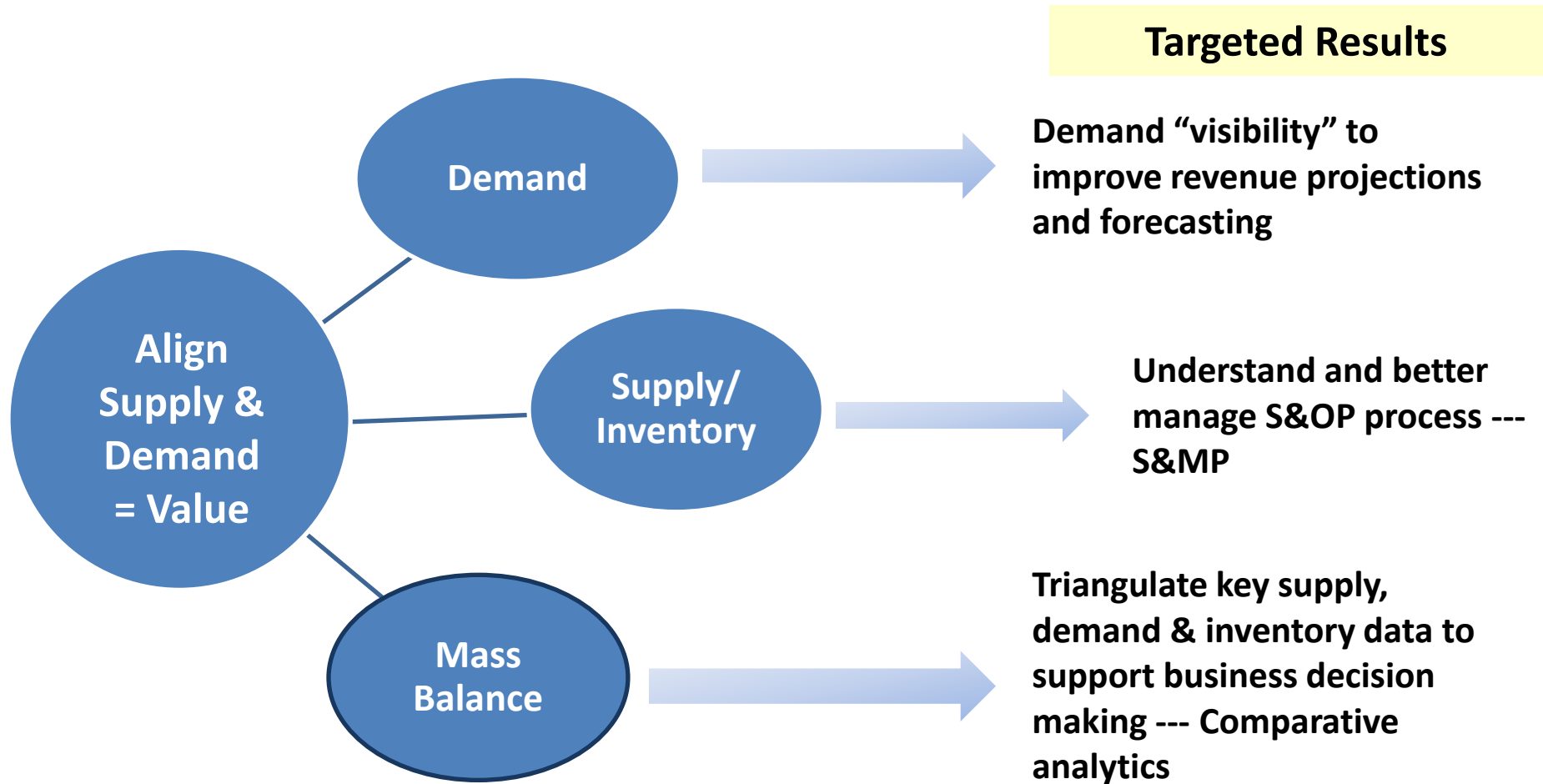
Harnessing the Power of the Data



Maximize Contract Performance

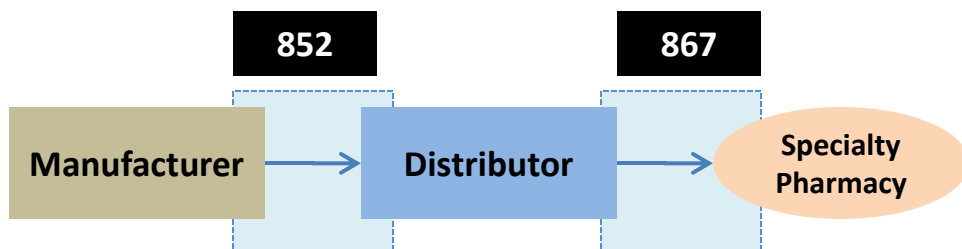


Actionable Supply/Demand Visibility

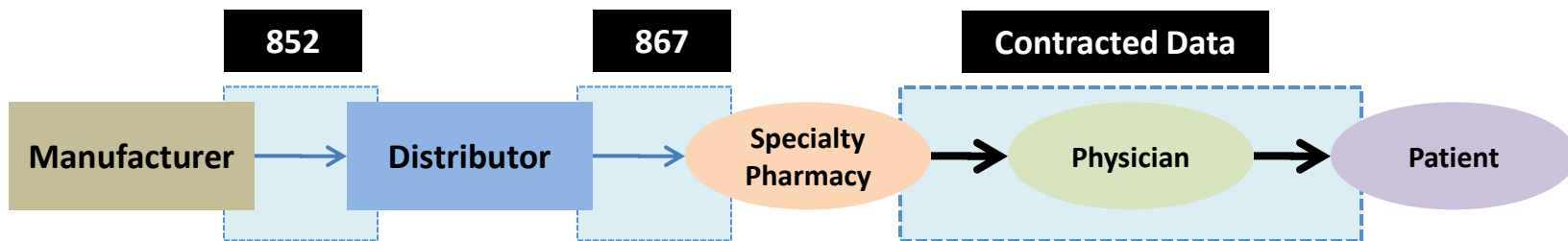


SPECIALTY PHARMACY EXAMPLE

The Value Proposition Increases As A Function Of The Increased Data Sets And Increased Visibility Deeper Into The Channel



Scenario #1: With a Distribution Agreement



Scenario #2: With a Distribution Agreement and a Specialty Pharmacy Contract

“SP Data Equation” For Success

Data mgt + **Data integrity** + Data availability = **Usable Data**

Usable Data transformed into **Actionable information**

Actionable information = Analytics, **Reports, Dashboards**

Analytics, Reports, Dashboards = **Business decision making support**

Business decision making support =

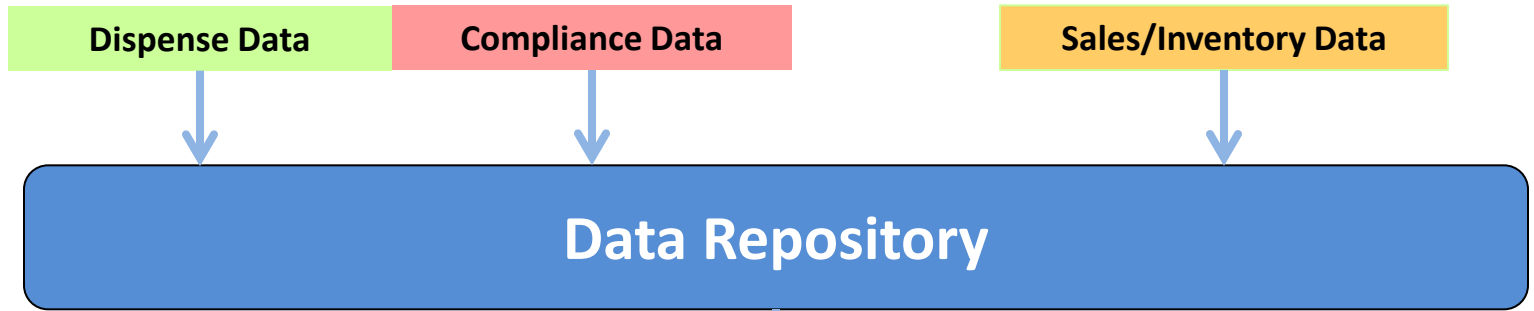
Increase patient compliance

Increased patient service Levels

Increased \$ revenue

Stakeholder Requirements Drives Data Flows In And Information Out

Data Types



Stakeholders



Data

- | | | | | | |
|--|--|--|---|---|--|
| <ul style="list-style-type: none"> ✓ Demand ✓ TRx ✓ Patient Services ✓ HCP | <ul style="list-style-type: none"> ✓ Payers ✓ Payer mix ✓ PBM | <ul style="list-style-type: none"> ✓ Demand ✓ Inventory ✓ TRx | <ul style="list-style-type: none"> ✓ Physician data ✓ Analytics | <ul style="list-style-type: none"> ✓ Demand ✓ Inventory | <ul style="list-style-type: none"> ✓ Contract Performance |
|--|--|--|---|---|--|

Key Takeaways

- The strategic value proposition will drive the success of the data/information proposition
- Develop a well thought out data/information strategy
 - Realistically define stakeholder needs up-front
 - Less is better – Get what I really need and will use
- Data integrity and timeliness are key
- “Stick with it”

Open Discussion

Any Questions??????



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