CASE STUDY

Rivermark®–LexisNexis® collaboration brings simplicity and visibility to help understand and value complex IDNs

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Michael Petro, President, Rivermark®, LLC

Marketing success requires market visibility

Rivermark® is a business analytics and strategic consulting company that partners with life sciences organizations (LSOs) to identify, profile and segment thought leaders, visualize their peer learning networks, assess the thought leader's impact on the market, and develop thought leader strategic plans to support commercial and medical planning for new and marketed products.

When a major pharmaceutical company needed visibility into a specialized market, they chose Rivermark to lead the analysis. Knowing LexisNexis® Health Care is a leader in data intelligence and analytics solutions for life sciences, Rivermark tapped LexisNexis to provide its unique Systems of Care offering designed to simplify and clarify markets made up of complex Integrated Delivery Networks (IDNs). Collaboration between the two companies resulted in development of promising capabilities that represent the future of life sciences market penetration strategies.

The new IDN market landscape

Recent changes and pressures caused by health care reform have had a significant impact on LSOs and the market. Individual health care providers are consolidating, forming groups and merging into IDNs as a way to save costs. As a result, LSOs have been actively looking for opportunities to be more effective and efficient with product promotion. LSOs have been forced to shift from a traditional rep-to-provider selling model to an account-based, B2B selling model that focuses on value, partnerships and influence.

This new selling model demands new data solutions and organizational expertise to successfully execute business strategies.

The assignment

In preparation for the launch of a new product, a large pharma company hired Rivermark to identify the key U.S. scientific and clinical thought leaders who educate their peers and who impact treatment and product choice in the type 2 diabetes market. Additionally, the company wanted to know as much as possible about the role and function of major IDNs in health care decision-making for type 2 diabetes including:

- Developing a comprehensive understanding of all aspects of the IDN including structure, hierarchy, decision-makers, GPOs, ACOs, affiliations with other health care organizations and diabetes clinics, and diabetes researchers and prescribers

- Identifying individuals within the IDNs influencing activities and decisions related to diabetes research, diagnosis and treatment

- Mapping the linkage of scientific and clinical leadership within the IDNs

- Recommending IDN engagement strategies and activities for introducing a new product into the type 2 diabetes market

The tactical approach

Rivermark used multiple complementary analytic approaches to identify U.S. diabetes thought leaders, including: (1) a comprehensive, quantitative analysis of peer-reviewed publications to identify scientific experts who generate data, validate the importance of new products and elevate disease and product awareness; (2) a sociometric peer-nomination analysis to identify local and regional clinical leaders important for translating science to clinical application; and (3) identification of 20 IDN key data elements to create comprehensive profiles and maps of the top IDNs in the marketplace.

The results of all three (3) analyses were integrated to link diabetes thought leadership to specific IDNs.

Why LexisNexis Health Care was the ideal data partner

Rivermark began a comprehensive review of potential third party data companies to find a partner to assist with the data acquisition, analytics and technology to support their profiling goals.

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"With the right data and the technology to extract intelligence from the data, it is possible to simplify and understand the complex layers of IDN relationships."

Theresa Greco, Vice President Life Sciences, LexisNexis

Driving strategy with data, technology and analytics

LexisNexis® Provider Data MasterFile™ helped Rivermark link its thought leader identification data with the respective IDNs; essentially answering the "Who, what and where?" and to see and understand complex relationships, including:

- The connectivity of claims data for a market or therapy area
- The connection between HCPs and facilities
- The nature of relationships and hierarchies between HCOs

LexisNexis® MarketView™ also helped Rivermark calculate "How much volume and value?" for each IDN, providing deeper insights to fuel it's well-informed market strategies and answering:

- How does claims volume fit into the larger context of each health system?
- Where are the biggest market gaps and opportunities?
- How can employee deployment and resource allocation be optimized for each system?

Visually mapping the type 2 diabetes market

By combining provider profile, affiliation and relationship data with volume-based medical claims intelligence, the Systems of Care offering from LexisNexis provided Rivermark with a transparent, holistic view of IDN structures and the relevant type 2 diabetes claims activities associated with them. Rivermark then integrated LexisNexis output data into their own proprietary thought leader network mapping and visualization tool, which produced an easily digestible visual representation of the layers of market intelligence.

Visualization of an IDN
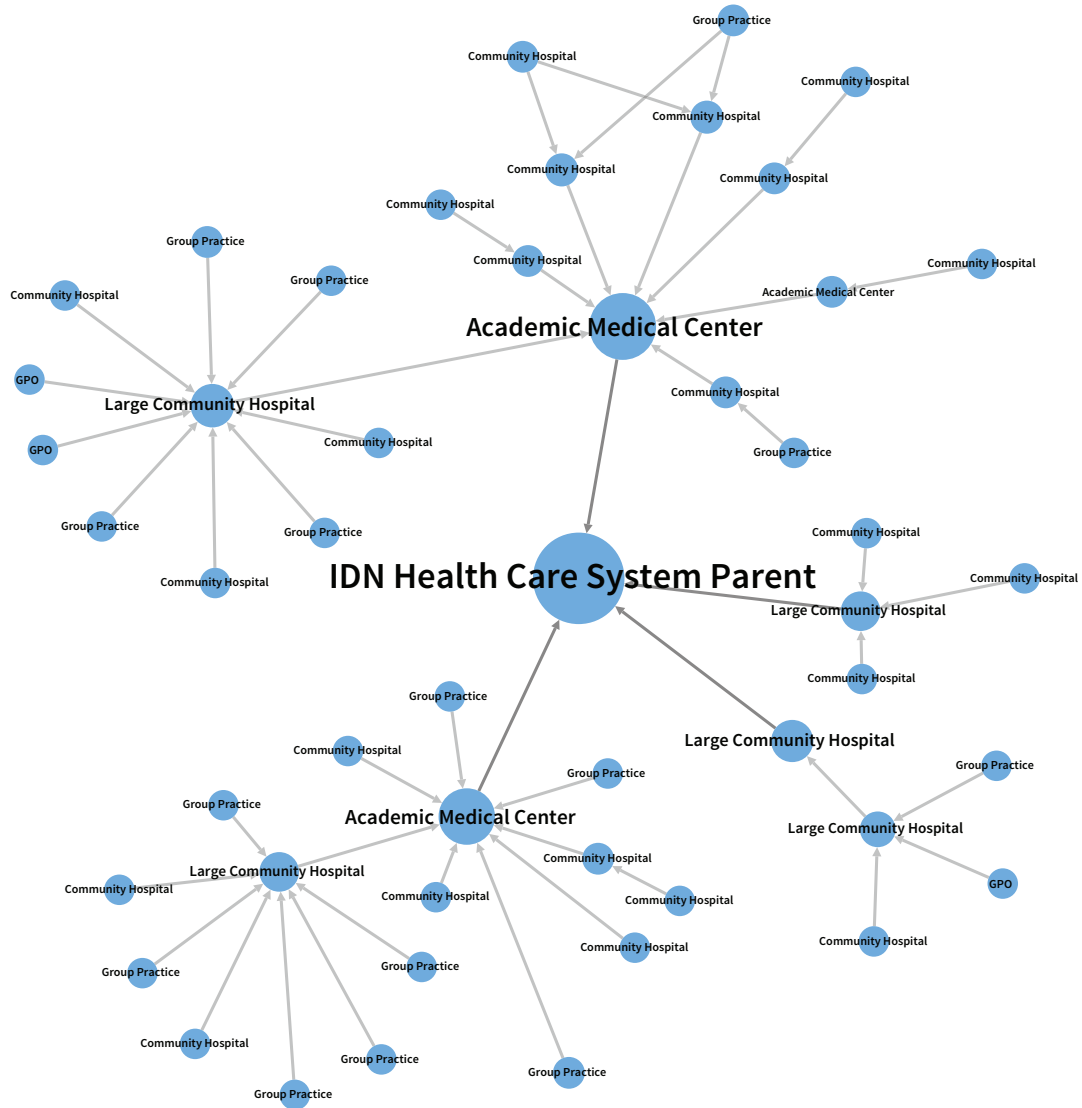
See clearly—operate strategically

With the help of LexisNexis, Rivermark was able to break through the clutter of IDN complexity and uncover the structure and inner workings of the type 2 diabetes market within several top tier IDNs. With this unprecedented level of market transparency, Rivermark was able to assist their client to:

Calculate the potential value of type 2 diabetes markets within IDNs based on claims volumes and affiliation data

Prioritize institution and organizations for field and headquarter targeting based upon growth opportunities

Identify appropriate HCP target contacts

Target important diabetes clinics for effective outreach programs

Make important strategic decisions on the different contracting options given the variability in IDN organization structure and decision-making

What this means for life sciences

The collaboration between Rivermark and LexisNexis succeeded in producing a thorough and more accurate profile of the type 2 diabetes market and the influencers and decision-makers that guide the course of the market. The future implications of this are strategically significant for the life sciences market at large. The dynamic market, now defined by layers of IDN complexity, has created new obstacles for LSOs in terms of commercial strategy. The Rivermark case study proves that the right combination of data and analytic modeling can be leveraged to overcome these obstacles and deliver valuable market clarity and understanding. With the ability to see transparent macro and micro views of IDNs and understand the connections and activities within them, LSOs are once again empowered to master their changing markets to achieve commercial success.

**For more information, call 866.396.7703 or visit
lexisnexis.com/risk/healthcare**

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About LexisNexis® Risk Solutions

LexisNexis Risk Solutions (www.lexisnexis.com/risk) is a leader in providing essential information that helps customers across all industries and government assess, predict and manage risk. Combining cutting-edge technology, unique data and advanced analytics, LexisNexis Risk Solutions provides products and services that address evolving client needs in the risk sector while upholding the highest standards of security and privacy. LexisNexis Risk Solutions is part of RELX Group plc, a world-leading provider of information solutions for professional customers across industries.

Our health care solutions combine proprietary analytics, science and technology with the industry's leading sources of provider, member, claims and public records information to improve cost savings, health outcomes, data quality, compliance and exposure to fraud, waste and abuse.

About Rivermark®

Rivermark, LLC is a global leader in thought leader identification, planning, and activation. Rivermark partners with life science companies to accelerate the successful launch, adoption and commercialization of their products. For more information, visit www.rivermark360.com.