

# Pharmacy Intelligence

## Tier 1 - Best Practices

Pharmacy Intelligence Dashboard of the IQVIA Business Intelligence application provides Banners with key business insights while helping pharmacists make evidence-based business decisions to help drive new business.

### Banner benefits

Provide increased, state-of-the-art value to your member pharmacies by providing trade-area specific competitive insights for each pharmacy outlet.

- Secure retention of your existing membership
- Attract new membership business
- Quantify the health of your Banner business and pinpoint where untapped market opportunity can be realized

### Pharmacy benefits

Run your pharmacy more effectively with easy access to key competitive prescription insights.

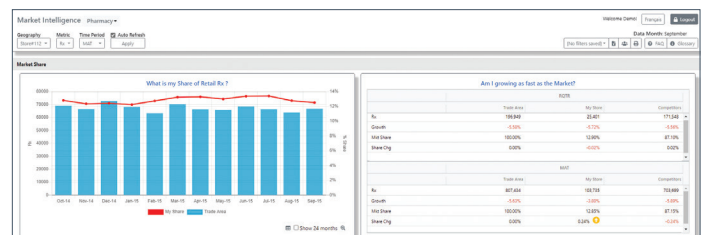
- Gain trade-area specific market potential insights for each pharmacy outlet
- Set pharmacy-level strategies with evidence-based markers that drive ROI
- Measure opportunity to improve patient traffic and market share performance in stores
- Quick and easy dashboard access to payer type, brand/generic, and other relevant indicators to help drive business
- Set and measure performance objectives



## Actionable data and best-practice views allow you to glean business performance Insights efficiently

A set of five best-practice views containing key performance indicators to help you quickly analyze the state of business and make actionable decisions.

- Market share
- Leading therapeutic classes & products
- Generic / brand opportunity
- Acute vs. chronic business
- Payor split assessment



Market share view for illustrative purposes only.

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