



SYMPHONYHEALTH



Symphony Health and  
the PHAST™  
Pharmaceutical Audit  
Suite

Bloomberg

March 16, 2018

# PHAST™ Prescription Weekly in Action

Competitive Landscape / Market Events

Use Case 1: What impact did the launches of Mavyret and Vosevi have on the three top producing Hep C drugs in the retail market?



Business Issue

Is the Hep C market expanding with new entrants into the market?



PHAST Solution

Reports were created with all 16 products in the Hep C market. The three with the highest TRx volume were isolated to determine new product launch impact.



Results

Market share for Epclusa, Harvoni, and Zepatier has steadily declined following the launch of Mavyret (Abbvie, Inc.) and Vosevi (Gilead Sciences, Inc.) in mid-2017.

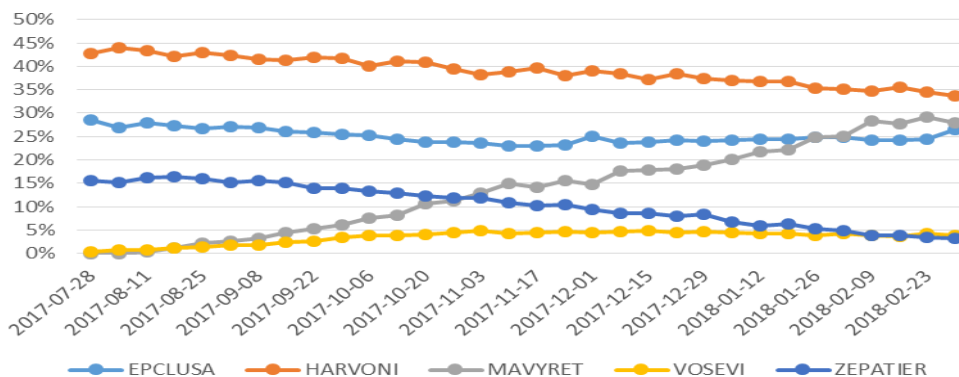
## Example Findings

- Gilead and AbbVie dominate share of market.
- Upon launch of Mavyret and Vosevi in 8/17, Epclusa (Gilead), Harvoni (Gilead), and Zepatier (Merck) made up ~85% of total projected prescriptions on a weekly basis; in 3/18, their share dropped to 63%.


## Next Steps

- Evaluate how the strong performance of Mavyret has impacted market share and financials of both AbbVie and Gilead.
- Evaluate new entrants into the market and identify how their value proposition differs from market leaders.


Hep C Market - Mavyret and Vosevi Launch Share of Market



# PHAST™ Prescription Monthly in Action

 Market Sizing / Opportunity Assessment

Use Case 2: How do the Generic vs Brand trend lines look year-over-year? Which markets show the most change?

 **Business Issue**

 **PHAST Solution**

 **Results**

Try to predict if the slope of the trend will continue in the future?

Reports were created at the national level and by two large therapeutic classes by year and Product Indicator.

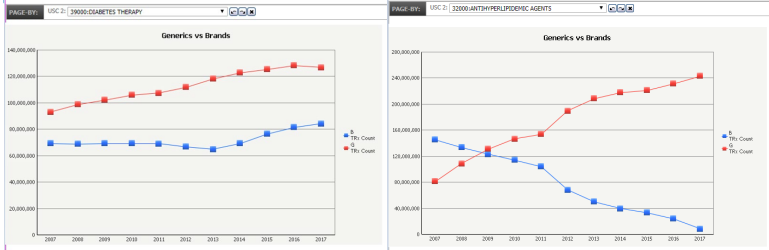
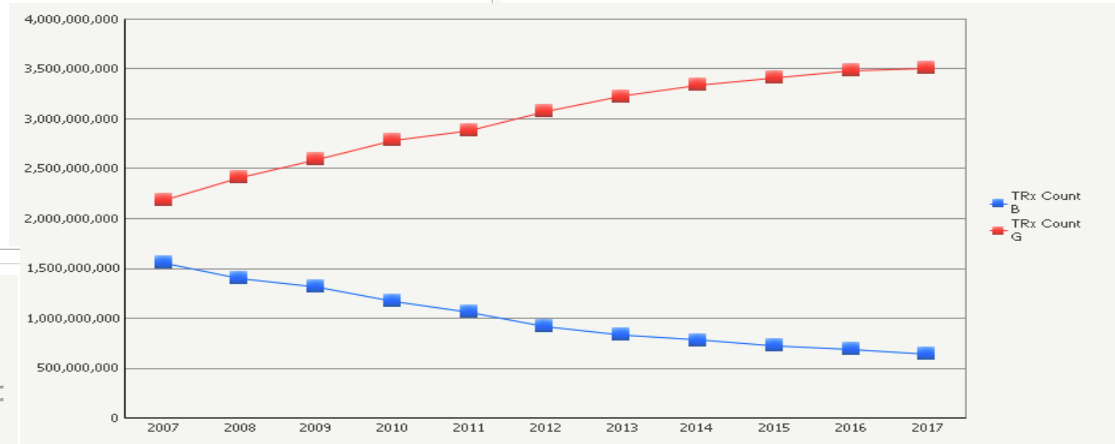
Generic versus Brand TRx differences appear to be stabilizing in recent years.

**Example Findings**

- The Diabetes market G vs B trending has behaved very differently from the Anti-hyperlipidemic Agent market.

**Next Steps**

- Assess company pipelines in non-innovative areas which may cause a change in the market trajectory.



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# PHAST™ NonRetail in Action



Financial Analyst Reporting

Use Case 3: How many Products sold over \$1B into facilities in 2017? What are they? Who manufactured them? What Classes of Trade represented the most sales?



Are we analyzing the correct drugs and companies?

Reports were created with a metric qualification of Greater than \$1,000,000,000 for 2017.

A total of 39 products hit over the \$1B mark in WAC Dollars in 2017.




**Example Findings**  
 -The sale of Abbvie’s Humira Pens into Mail Order Pharmacies topped all other WAC Dollars into other facilities in 2017 with Amgen’s Neulasta into Oncology Clinics a close second.

**Next Steps**  
 -Confirm the markets through use of USC. Review Month-over-Month trending.

Product	Manufacturer	Year	2017 WAC Dollars
Sub-Class of Trade			
HUMIRA PEN	ABBVIE US LLC	MAIL ORDER PHARMACY	\$ 3,548,880,586
NEULASTA	AMGEN	CLINIC, ONCOLOGY	\$ 3,475,090,182
TASIGNA	NOVARTIS	CLINIC, ONCOLOGY	\$ 3,156,135,651
REMICADE	JANSSEN BIOTECH	MAIL ORDER PHARMACY	\$ 2,135,121,934
HERCEPTIN	GENENTECH INC	HOSPITAL, OTHER	\$ 2,023,740,785
OPDIVO	BMS PRIMARYCARE	CLINIC, ONCOLOGY	\$ 1,881,721,702
RITUXAN	GENENTECH INC	CLINIC, ONCOLOGY	\$ 1,832,794,128
AVASTIN	GENENTECH INC	CLINIC, ONCOLOGY	\$ 1,807,354,773
HARVONI	GILEAD SCIENCES	CLINIC, ONCOLOGY	\$ 1,653,567,360
NEULASTA	AMGEN	MAIL ORDER PHARMACY	\$ 1,630,881,000
ENBREL	AMGEN	HOSPITAL, OTHER	\$ 1,563,361,974
SURECLICK	AMGEN	MAIL ORDER PHARMACY	\$ 1,465,321,950
EPOGEN	AMGEN	CLINIC, DIALYSIS CENTER	\$ 1,418,310,331
REMICADE	JANSSEN BIOTECH	CLINIC, PHYSICAL REHABILITATION	\$ 1,410,349,222
XOLAIR	GENENTECH INC	MAIL ORDER PHARMACY	\$ 1,392,773,869
RITUXAN	GENENTECH INC	MAIL ORDER PHARMACY	\$ 1,358,496,899
LUCENTIS	GENENTECH INC	HOSPITAL, OTHER	\$ 1,259,317,410
IBRANCE	PFIZER US PHARM	CLINIC, OPHTHALMOLOGY	\$ 1,247,189,434
KEYTRUDA	MERCK & CO INC	MAIL ORDER PHARMACY	\$ 1,161,347,021
COPAXONE	TEVA NEUROSCIEN	CLINIC, ONCOLOGY	\$ 1,125,429,699
TECFIDERA	BIOGEN-IDEC	MAIL ORDER PHARMACY	\$ 1,016,049,513

# PHAST™ Integrated in Action

## Use Case 4: Analyzing channels of distribution for complex markets like Rheumatology and HIV?

 Business Issue	 PHAST Solution	 Results
<p>Are we analyzing the correct distribution channels in complex markets?</p>	<p>Reports were created by Channel for two complex markets: Rheumatology and HIV.</p>	<p>Both Rheumatology and HIV markets show the majority of units flow through the non-retail channel into hospitals, home health, clinics, etc.</p>

**Example Findings**

- Over 75% of Rheumatology volume flows into non-retail channels
- More than half of Antiviral volume flows into non-retail channels

**Next Steps**

- Ensure all channels are evaluated when analyzing products and markets

