



RxConnexTM

A New Tool for HEOR Studies

This unique methodology enables us to examine the pharmacy history and track the pharmacy activity of individual research respondents. Used in tandem with PersonaSmartTM, our personality-driven patient personas, and with our accumulated research on adherence, RxConnex is a powerful tool for your understanding of your markets.



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A New View of the Market

Segmedica has access to pharmacy records for approximately 85% of the US population. The power of this tool is that, with patient consent, we can access the records of individuals who are also available for market research.

This HIPAA compliant process provides detailed information about a patient's pharmacy history, including:

- Patient name (not passed to clients)
- Gender
- Date of birth
- Zip code (not passed to clients – regional data available)
- Prescriptions filled and refilled
 - Product
 - Strength/dosage
 - Number of pills/devices/subcu injectables
 - Date of fill and refill
 - Dosing instructions (in some cases)
- Prescribing physician and specialty
 - Name/location of pharmacy
 - Retail
 - Specialty
 - Hospital or clinic

From this, we can calculate level of adherence and persistence, including medication possession ratio (MPR) and proportion of days covered (PDC) as well as persistence data.





Segmedica's Role

For non-clinical studies, including market research, Segmedica will normally carry out the entire project, including procuring and analyzing the RxConnex data. For clinical trials and clinical HEOR projects requiring expertise which we do not have, we will work with your partner to provide this data directly to them under a HIPAA Business Agreement.



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Valuable for a Wide Range of Projects

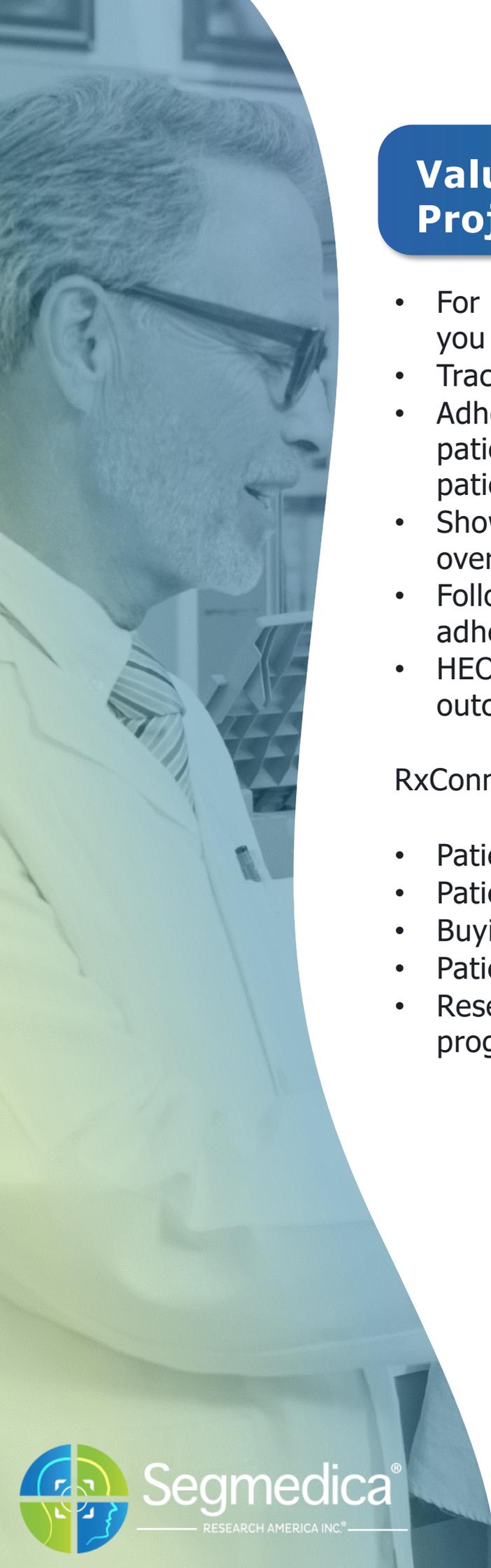
The capability to verify respondent and trial candidate's self-reported history or to discuss with a patient their non-adherence based on actual data is extremely powerful.

- Our pilot studies confirm that, in many cases, the difference between patient-reported medical conditions, products taken, and levels of compliance and the facts is very large indeed. Particularly for studies involving complex and co-morbid conditions, RxConnex is an essential validation step.
- We provide data and metrics, including medication possession ratio (MPR) and proportion of days covered (PDC) as well as persistence data.

EMR data has been shown to be unreliable in terms of prescribed medicines and those actually taken by the patient.¹

- EMR data is very costly to obtain. The cost for RxConnex data is low and will add very little to the cost of your project.

¹ Ryan TP, Morrison RD, Sutherland JJ, et al. Medication adherence, medical record accuracy, and medication exposure in real-world patients using comprehensive medication monitoring. PLoS One. 2017;12(9):e0185471. Published 2017 Sep 28. doi:10.1371/journal.pone.0185471. <https://www.ncbi.nlm.nih.gov/pubmed/28957369>



Valuable for a Wide Range of Projects

- For smaller, qualitative studies, making sure you have the right patient respondents
- Tracking patients' behaviors over time
- Adherence and/or compliance studies where patient-level data is critical to understanding patient behavior
- Show patterns in compliance or persistence over a period of time
- Follow specific patients and track their adherence and persistence
- HEOR data validation and insights in outcomes studies

RxConnex is valuable in:

- Patient flow
- Patient journey
- Buying process
- Patient segmentation
- Research for adherence programs and support programs



Getting Started

The cost of data acquisition is low. The cost to include RxConnex in a project depends on how it is to be used and the amount of analysis time involved.

Bring us your project and we will determine the most cost-effective way to bring the power of RxConnex to your business.

In many instances, we can work with your established partners to bring you RxConnex and PersonaSmart.



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About Us

Segmedica, the Healthcare & Wellness Center of Excellence and a division of Research America Inc., is a full-service market research company using advanced techniques for qualitative and quantitative studies.

Contact us to discuss your research needs and to learn more about our unique personality-based methodologies.

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