

Performance Benchmarking

Outpace Your Competition



Define What “Good” Looks Like for Your Brand Basket

Gain a competitive edge with Claritas Rx Performance Benchmarking solutions. Powered by comprehensive data, our tools enable you to evaluate your brand’s performance against industry competitors. Redefine success with clear, actionable insights and make smarter, data-driven decisions to improve patient care and fuel your brand’s growth.



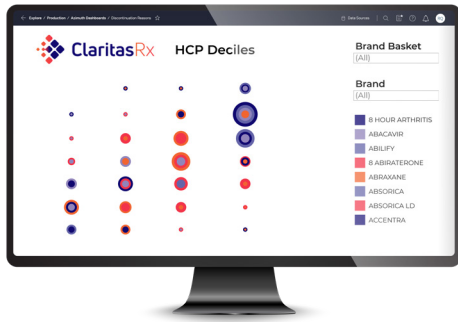
Access and Compare Competitor KPIs

Our solution delivers more than standard claims data—it provides in-depth insights into key competitor KPIs, including fill rates, time-to-fill, and more. Our analytics can be customized to examine factors like the impact of physician experience and product maturity on first-paid shipments over time. These powerful metrics enable you to assess your brand’s performance with precision and make informed, data-driven decisions to elevate patient care.

Illuminate Key Insights

Evaluate your brand’s performance against competitors and uncover the underlying factors to improve patient outcomes and drive greater efficiency. With reliable, easily accessible data, our solution empowers you to answer critical questions and develop a refined market access strategy. Key insights include:

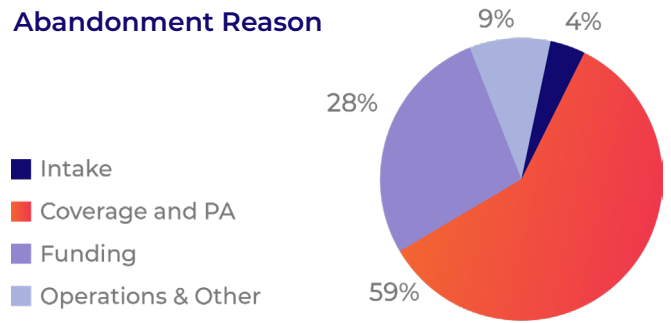
- Identifying the primary factors driving abandonment of your brand.
- Comparing access barriers between your brand and competitors.
- Discovering actionable steps to help patients start treatment and stay on it.



Stay Ahead of the Competition with Market Alerts

Stay ahead by knowing exactly when and why a patient switches from another brand. With Claritas Rx, your team can identify patients who discontinue treatment with a competing brand within days — not weeks or months. Gain valuable insights into patient behavior, allowing your team to compliantly inform prescribers about alternative treatment options before your competitors even react. Powered by machine learning, advanced analytics, and an integrated platform, our platform empowers you to engage healthcare providers sooner, refine your strategies, and accelerate your brand's adoption.

Abandonment Reason



Access Realtime Patient Journey Insights

Many companies rely on claims data for competitive insights. While useful, claims data provides a limited perspective with significant blind spots in the patient treatment journey — and by the time you receive it, it's often weeks out of date.

Claritas Rx takes a different approach. By partnering with Specialty Pharmacies and Hubs, we provide rich, daily data sets that capture the full patient treatment journey in real-time. With Claritas Rx, you gain up-to-date, actionable insights that offer a clearer, more comprehensive view of a patient's progress, empowering you to make timely, informed decisions.

Discover the Power of the Claritas Rx Ascend™ Platform Through the Words of Our Satisfied Customers

“

Through the Claritas Rx platform, we receive operationally excellent, accurate, and timely patient data that ensures effective assistance for patients in therapy. This data boosts our ability to enhance patient results throughout the course of the therapy experience.”

- Data Management & Market Access Analytics Manager at a Small Biopharma Company