



**Next Generation Insights
for the Life Sciences Industry**

A horizontal banner with a yellow background. On the left side, there are abstract, overlapping circular patterns in shades of yellow and orange. The word "Capabilities" is centered in a bold, dark blue sans-serif font.

Capabilities

Company Vision & Focus

Company Background

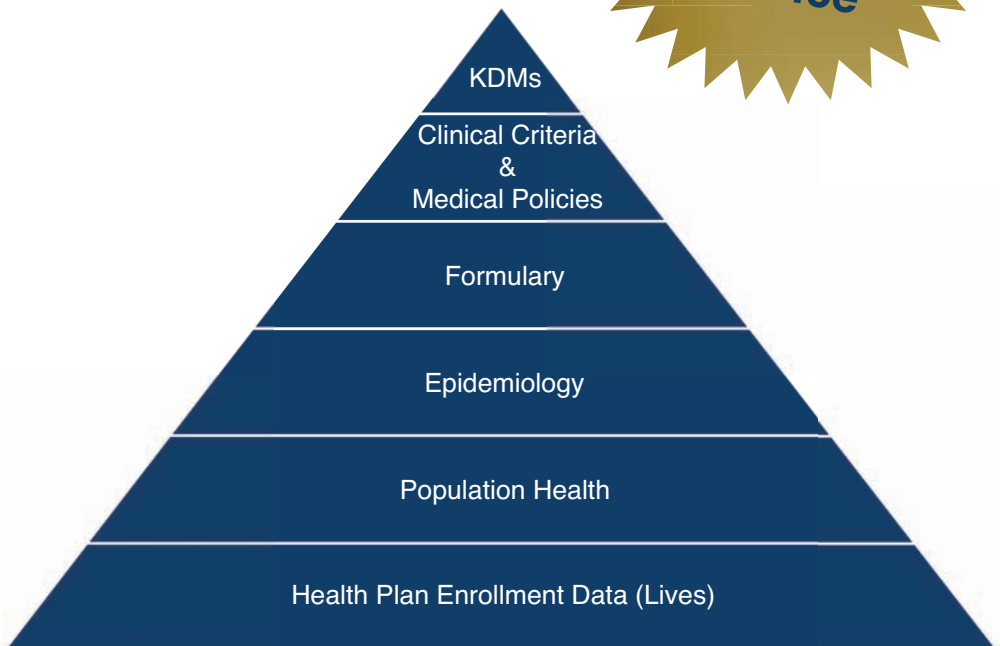
- Leadership = 50+ combined years of pharmaceutical expertise
- Rich history of providing insight products and services to the life sciences industry

Company Vision & Focus

- Next generation insight and decision support tools from available public, private and third party data sources for the life sciences industry
- Industry best practice leadership around pharmaceutical data analysis and management

Breakaway Partners Data Sets

**Unmatched
Quality
& Price**



Our Services & Solutions

Breakaway Partners delivers insights to the Life Sciences industry with impactful business solutions that unify sales, operations, and marketing data into a single platform.

Our services leverage unparalleled market access expertise, customer service, and pharmaceutical brand knowledge into cohesive decision support and workflow tools to support the decisions you and your organization make.

Key Products & Service Offerings:

Data Offerings (Our Intellectual Property)

- Health Plan Enrollment & Profiles
- Population Health
- Epidemiology
- Formulary
- Medical Policy/Clinical Criteria

Platform (Syndicated Business Solutions)

- Health Plan Enrollment & Payor Profiles
- MCO Key Decision Maker Payor Profiles & Social Networks
- Formulary & Analytics
- Medical Policy & Clinical Criteria Details
- Formulary Grids (HCP Promotion)

Services & Customer Support

- Payer Taxonomy Management
- Data Integration
- Market Access Bridge Files (3rd Party Mapping & Integration)
- Custom Dashboards & Workflow Management Tools

Contact us at:

Email: info@breakawaypartners.com **Web:** www.breakawaypartners.com **Phone:** 862.701.2927

Health Plan Enrollment & Payor Profiles

A Comprehensive Market Access Landscape Mobile Platform

View payer, provider, facility, and employer landscapes down to the county level by insurance segment.

Examine fully versus self insured employer benefits and toggle between medical and Rx benefit coverage.

Standard Data Sets Include:

- Commercial (Private, Managed Medicaid, Part D, HIX)
- Government (Public, CMS, Medicaid FFS, FEHB, Tricare)

Other Data Sets Available (non Standard Offering):

- Population Demographics & Health Indicators
- Disease Prevalence & Socioeconomic Status
- Stakeholder Affiliations: Employer, Payer & PBM



Key Decision Maker (KDM) Payor Profiles

Connect and Profile Customers with Breakaway Partners Social CRM

Traditional customer profiles only get you so far in today's quickly changing marketplace.

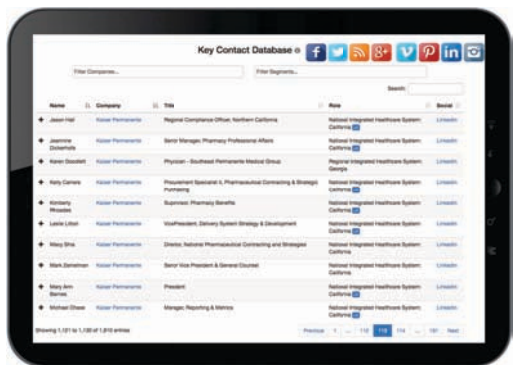
Breakaway Partners has integrated the latest social technologies and information on your most valued customers.

Key Opinion Leaders/Decision Makers

- View over two thousand customer profiles with social collaboration links, engagement tools, and additional customer details
- Increase your customer engagements via multi-channel

Market Access Details & Technology

- View customer affiliations including PBM and Specialty Pharmacy
- Understand who controls contracting and formulary decision making
- Stay informed with the most up to date data and social technologies



Formulary Data & Analytics

A Dynamic Formulary Report Suite

View your market basket(s)/therapeutic categories with open/closed benefit designs by Nation, State, MSA, and County.

Formularies are bridged to Breakaway Partners proprietary enrollment data framework for seamless Market Access landscaping views.

Formulary Details Include:

- Open/closed benefit designs
- Defined brand market basket with competing product(s)
- Tier (includes Specialty & Medical), status, restriction (PA, QL, ST)



Formulary Benefit Design Business Segments Include:

- Commercial (Private, Managed Medicaid, Part D, HIX) formularies
- Government (Public, CMS, Medicaid FFS, FEHB, Tricare) formularies
- Pharmacy Benefit Management (PBM)

Medical Policy & Biologic Criteria Details

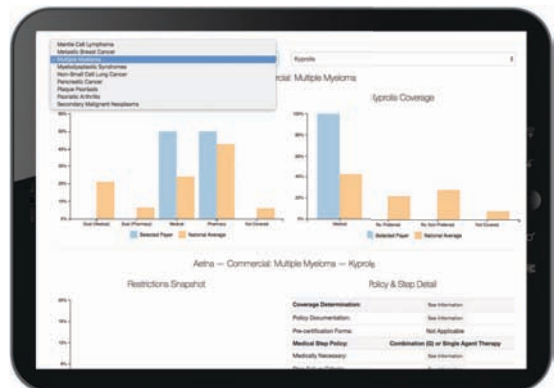
Clinical Criteria & Policy Details by Medical & Pharmacy Determination

Analyze the policy details behind standard formulary placement impacting coverage and reimbursement of your most valued products in your portfolio.

Coverage determination details for each product is defined by indication, ICD9/10 as well as NDC number.

Policy Principles Data Details Include:

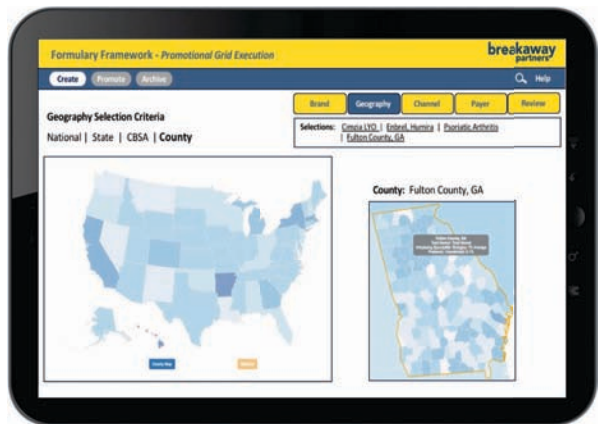
- All market segment including PBM/Specialty Affiliations
- Medical/Pharmacy Coverage Determination & Site of Care Requirements
- New to Market (NTM) Rules: New Product Coverage Determination
- Medical Coding: Precert, Medical Exception, J-Code, HCPCS, ICD9/10
- Prior Authorization (PA): Auto/Manual, Duration, Age, Diagnosis, Exclusion, etc.
- Quantity Limits (QL): Type, Duration, Maintenance, Performance, Limit, etc.
- Step Therapy (ST): Type, # of Steps, Failed Drug Name, Step Duration, etc.



Formulary HCP Promotional Grids

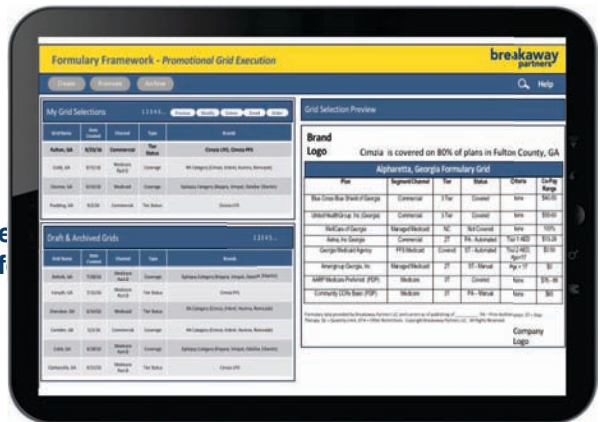
Health Care Practitioner Targeting and Messaging

- Integrate your brand specific templates for HCP targeting & messaging
- Select clinical or market access messaging by brand for HCP targeting
- Segment your advantaged, disadvantaged, or parity brand positioning by brand for HCP targeting and messaging



Pull-Through Formulary Grids for all Market Segments

- Choose a market segment and physician profiles for pull-through or push-through optimization for your brand
- Formulary nomenclature is tailored to field representatives to communicate to HCPs
- Medical and Pharmacy data by all market segments viewed side by side in formulary grids



Mobile and Print-Ready Platform for iPad or Home Office Use

- Formulary grids are mobile friendly. Field representatives can detail on the iPad or execute ready made prints on-demand.
- Batch printing available in the tool for third party fulfillment
- Customer Service and Support for print, mobile, and formulary data integration



Our Services & Customer Support

Payor Taxonomy Management

At Breakaway Partners we standardize the definition and view of a payer across your organization. Payer data is hierarchical with different vendors having unique interpretations of what this hierarchy should be. By confronting these challenges life science organizations put themselves in a position to increase insight and leverage over the data resources they are already heavily investing in.

Data Integration & Service

By developing a single, company-wide payer taxonomy life science organizations are now able to produce integrated views of their market access data. Instead of analyzing lives, formulary placement, claims adjudication & market performance in discrete views Breakaway Partners builds job-specific dashboards to show relevant data from underlying datasets in a single view. Breakaway Partners Data & Operations group works with your teams to enable deeper analytic insight, develop enhanced strategy and receive more timely tactical feedback by combining data streams and unlocking hidden relationships.

Decision Support Tools & Service Offerings

Leverage integrated market access data by bringing data, decisions and work flow tasks closer together. Breakaway Partners builds custom dashboards and tools that function to support the decisions your organization makes. We segment local geographies according to your sales and managed care field force alignment, target health plans based on policy and prioritize physicians based on payer mix and performance. By aligning data with decisions organizations can drive action, track results and build continually improving feedback loops to ensure that dollars spent drive measurable results.



breakaway partners

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