

MDDetails

Tracks paid promotional activity for prescribers within a target market



Prescriber DTL Data Platform

Comprehensive. Highly Accurate. Market Specific.



Physician Interactions

We track millions of paid interactions through *Sunshine* reporting (e.g., meals, education, travel, and speaking)



In Context

We then apply proprietary algorithms that both validate and provide additional context around the interactions



Market Insights

The result is an informative data set to guide market development and physician engagement

Platform Features

- Promotional data (e.g., meals and education) tracked at the physician and product level
- Rich contextual fields (e.g., physician specialty, location, and affiliated organizations)
- Universal and unique identifiers (e.g., NPI) for easy integration with master data sets

28.2M
Interactions

800,000
Physicians

85,000
Practices

1,500
Products

Prescriber DTL provides specific, actionable insights around physician engagement within a target market

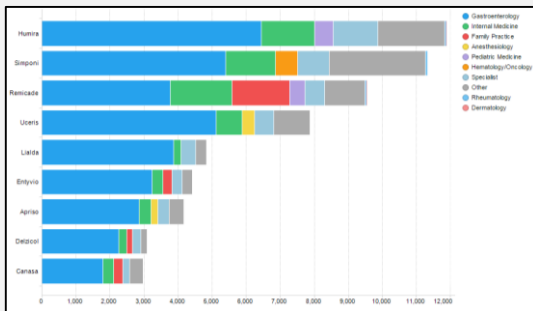
Background and Platform Overview

An optimized physician engagement strategy is an essential component of every successful sales and marketing organization. Active promotion through an informed, organized field force remains one of the most effective tools for outreach. However, the evolving healthcare landscape has brought new challenges to established commercial models. With prescriber access in steady decline, accurate and actionable intelligence is vital to ensure continued dialogue with the physician community.

The *Sunshine Act* has ushered in a new era of unprecedented transparency in the U.S. with millions of records disclosed that cover healthcare utilization, provider quality, and financial relationships between physicians and manufacturers. MDDetails offers the most comprehensive solution available to drug and device makers seeking to leverage transparency data to enhance physician engagement. While our Prescriber DTL product is designed to be standalone solution, our experienced consultants can help to further distill actionable insights.

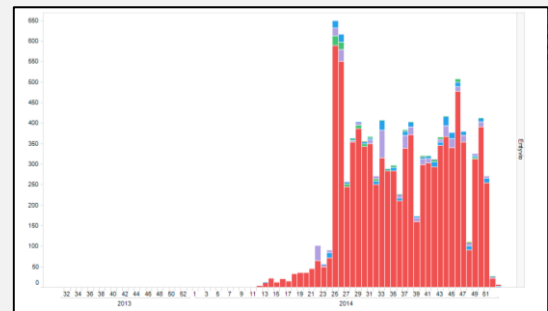
Key Applications of Prescriber DTL

Promotional Benchmarking



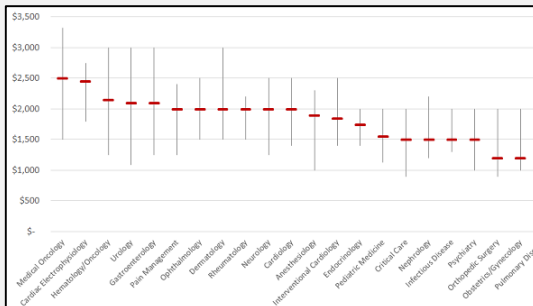
Compare competitor commercial reach and specialty mix

Launch Tracking



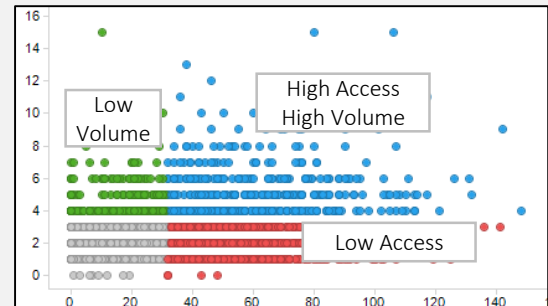
Review best practices and tactics from recent product launches

Spend Analysis



Assess aggregate and average spend by interaction type (e.g., meal vs. education)

Prescriber Segmentation



Optimize sales force activity with greater understanding of prescriber access