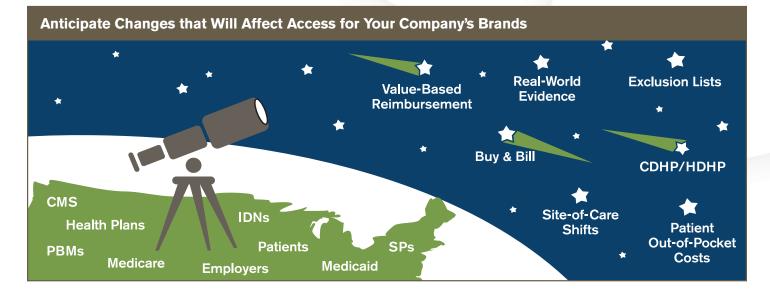
KnowledgeEdge[™] Delivery of Care

Delivery of Care provides insight on changes in delivery of care in the next three years so you can anticipate the evolving access opportunities and risks for your company's brands.

Delivery of Care answers your questions about changes in the access environment related to:

- Site-of-care shifts
- Transitions of care
- Technological advances in care delivery
- Care coordination and population health



You can use Delivery of Care to:

- Stay on top of the market trends...anticipate what you need to know
- Develop strategies for your assigned MBOs related to delivery of care
- Educate account teams and internal stakeholders about changes that affect access
- Provide strategic guidance to marketing teams related to opportunities and risks for company's brands



Research Agenda 2019

KnowledgeEdge™ Delivery of Care

Population Health Evolution	 Tactics perceived as most valuable Decision drivers for population health management initiatives Current/future concerns for managing population health
Effects of Digital Health on Pharmaceutical Management	 Therapeutic areas most affected by digital health Digital tools influencing clinical decisions HIT advancements Biopharma collaboration opportunities
Emerging Sites-of-Care: Standalone Retail and Health Plan Owned Clinics	 Organizational statistics (size, demographics) Product utilization Pharmacy management and reimbursement Patient types within these clinics Primary decision makers within these clinics
Emerging Sites-of-Care: Home Health	 Organizational statistics (size, demographics) Product utilization Pharmacy management and reimbursement Patient types using home health Primary decision makers
Emerging Sites-of-Care: Long-Term Care	 SNF landscape Pharmacy management within SNFs SNF sales environment SNF-IDN dynamics
Population Health in Top Therapeutic Markets	 Obstacles in managing patient populations Programs/resources valued most Interventions employed

Clients receive:

On-call access to our subject matter experts for your inquiries	Access to our client portal, customized for your organization
Client-exclusive webinar	Unlocked PowerPoint slides
On-site and virtual presentations with research leaders	Access to source data
Opportunity for input into research topics covered within the service	

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