

BRIDGING AS A SERVICE

Bridge all your data to visualize the complete patient journey

The Industry Challenge

To understand the entire patient journey, pharma companies rely on many different types of data, from sources such as claims, labs, specialty pharmacies, payer coverage policies and patient hubs. But each data set may have a different source ID, taxonomy and attributes, making it difficult to pull them together to leverage insights about patient access from end to end.

Bridging as a Service combines cutting-edge technology with manual stewardship to bridge different source IDs to MMIT's backbone for a single source of truth.



Predict brand performance using patient access and measure sales success in the same dataset



Align field teams based on payer coverage and real-world scripts data



Connect disparate payer-based datasets to reduce your administrative burden



Measure contract influence and performance by connecting script data to your contracts database



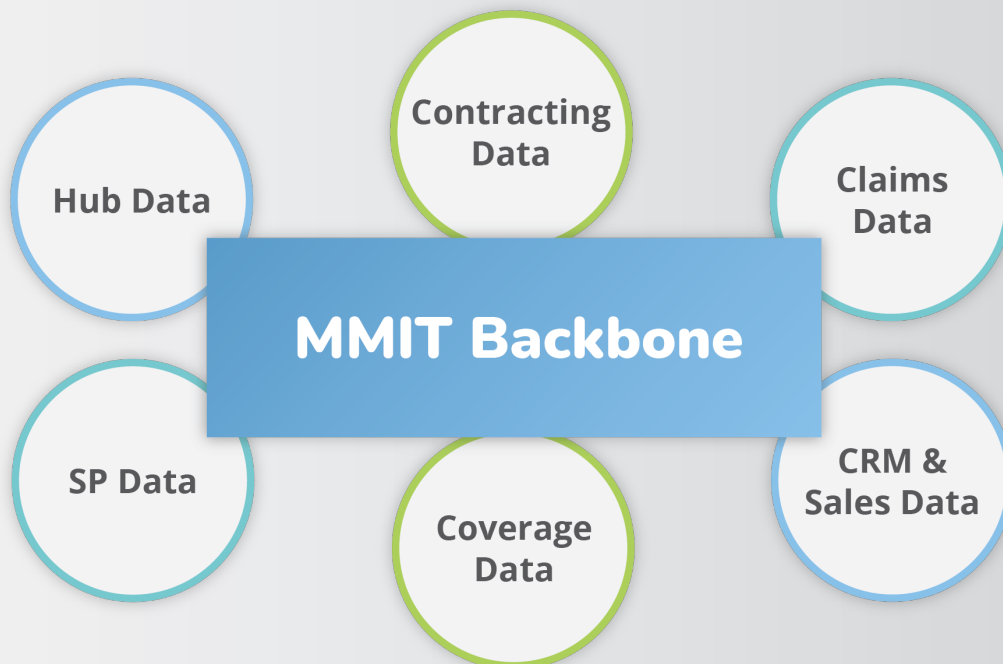
Understand payer relationships, who's making the decision and how to influence them to optimize tactics



Link patient-level claims data to payers, providers and access data to track brand performance

Combine Disparate Data Sets Into a Single Source of Truth

- 1 Comprehensive Initial Bridge File**
that maps multiple different source entities to MMIT IDs. We apply business rules and logic for different scenarios, implement customizations and build out the initial file across all data sets.
- 2 Monthly Bridging Deliverable**
that maintains accuracy and completeness as vendor landscapes change. We refresh and update the bridging and hierarchy file on an ongoing basis.
- 3 Data Stewardship Team**
that assists in inquiry management and bridging maintenance. The team reviews all bridging scenarios and other inquiries in a timely fashion.



100% FOCUSED ON THE CLIENT EXPERIENCE

MMIT combines cutting-edge technology with manual stewardship to help maintain accuracy and completeness in an ever-changing industry.