

Market Access Data & Insights



Who Is Breakaway?

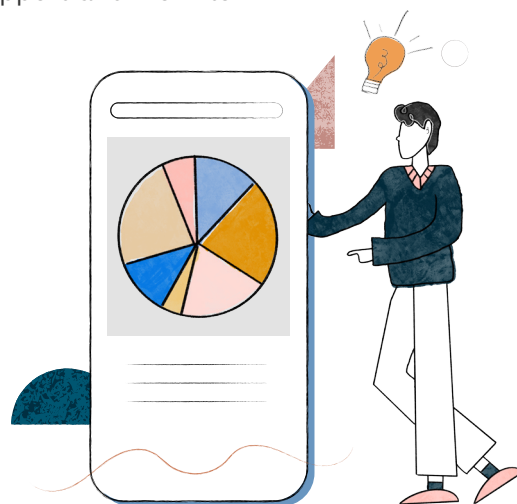
Life Science Data & Decision Support Tools

Access Your Data Anywhere, Anyplace, on Any Device

Breakaway 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 our 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.

- Leadership = 60+ combined years of pharmaceutical & market access domain 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 throughout pharmaceutical data analysis and management
- Our Services & Solutions



Why Choose Breakaway?

Breakaway	Competitors	Breakaway Client Result
1 Automated Daily Drug Coverage Feeds.	Manual Research of Formularies.	Higher Quality Data. Greater frequency of updates.
2 Automated Policies & Restrictions.	Manual Research of Policies.	Competitor incomplete policies and changes due to manual process.
3 Data Capturing & Market Access Domain Expertise.	Offshoring work load – Not customer facing.	Customer Facing – US based. Client has direct contact with Analysts. Expert Domain Expertise.

Breakaway

Competitors

Breakaway Client Result

4	Customized Drug Coverage Nomenclature.	Not inclusive. Old Legacy Platform Doesn't allow for modifications.	Customer decides on how they view drug coverage naming conventions specific to their business.
5	Drug Coverage Change Requests by Client (24 hour turnaround by BAP).	Not always easy to change. Sometimes unwillingness to modify data.	Customer is on the front lines. Knows payer reimbursement thus allowing data to be modified at their discretion.
6	Medical & Pharmacy Data Capture & Analyst Investigation.	Incomplete Medical and Utilization/Biologic Policy Data.	BAP has over 200k+ policies that cover both Medical & Pharmacy resulting in greater reimbursement and contracting support.
7	"Free" Market Basket Views for non-Client Drugs.	Charges for Analogue Data for non-Client Drugs.	"Free" market basket views if Client is seeking to acquire a drug in a new therapeutic category.
8	One Integrated Platform.	Multiple Platforms for various data views. Inconsistent data and platform views.	All data and analytics captured with limited "clicks." User Friendly. Consistent data sets.
9	Platform includes Alerts, Restrictions, Exports.	Charges for each/non inclusive.	Included. Less cost to our clients with greater customer service.
10	CUSTOMER SERVICE: 24 hour Turnaround for customer service requests.	Service is an issue. Large lag time in getting back to clients on requests.	100% requests resolved. Last year 90% of requests were satisfied within 1 hour. Greater client satisfaction.

Enrollment, Profiles, & Key Decision Makers

A Comprehensive Market Access Landscape Platform

... the highest quality enrollment data detailing your most important customer groups

Monthly Plan Enrollment Data . . .

- All Insurance segments
- Medical & Pharmacy Lives
- National, State, CBSA, & County Data
- Monthly Data Updates
- Specialty Pharmacy Affiliations & Services
- Parent to Payer Affiliations
- PBM to Payer Affiliations & Services
- Employer Rx Carve-Outs
- Optional: Drug Coverage Data by Payer Details
- Optional: Key Decision Makers (Pharmacy/ Medical Director's)
- Raw Volume or Market Share Analytics
- Downloadable Data sets and Graphics

