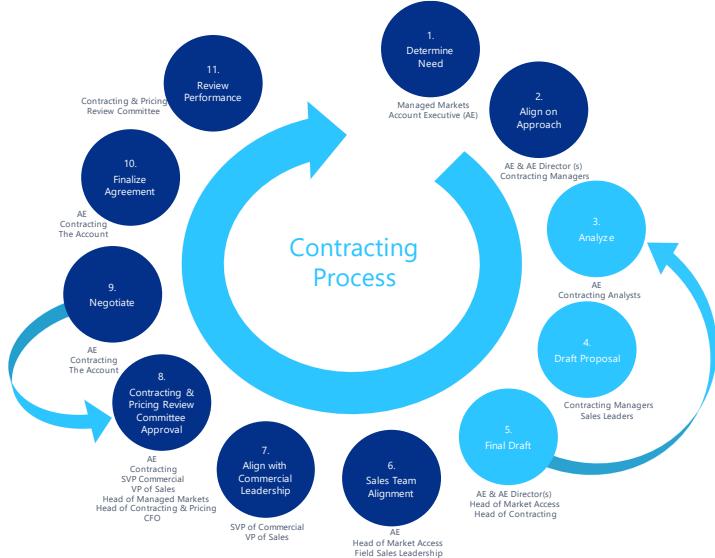


CONNECTED PHARMA COMMERCIAL PLANNING

Pre-/Post-Deal Contract Analytics

For pharmaceutical companies, the performance of contracts with third party entities (Payers, GPOs, Direct Buyers) is a key driver of financial performance. From revenue increases, to profit margin improvements, to reducing financial risks associated with unfavorable contracts or changing compliance requirements, the impact is significant and material.

These contracts have complex terms and negotiation processes. During the negotiation process, the ability to quickly model multiple cases from multiple perspectives provides a competitive advantage. Further, the ability to compare actual versus projected performance of contracts helps companies continually learn from and improve their contracting process to drive value through maximizing market access and ROI on rebates paid.



During the critical contract negotiation processes, however, managed market account executives and directors, contracting and market access analysts and managers, contracting and pricing review committees, are often working asynchronously in Excel-based silos or a managed solution with limited transparency.

TRANSITION FROM EXCEL TO THE CLOUD

Streamline this process by bringing together contract-detailed bid models, summary bid models, payer side cost models, deal performance tracking, bid proposals presented to the contracting and pricing review committees, contract status logs, and more.

Transform complex, fragmented processes with the

Keyrus solution: a perspective, an approach, a solution. Improve insight into your contracting decisions. Reference actuals and top performing bids from the past to inform plans and next bids or related deals. Model bid comparisons across active and draft scenarios with predictive statistical or machine learning best fit as well as walk-away, with best practice considerations and related deal guardrails.

Start collaborating smartly and stop the leakage resulting from misaligned teams.

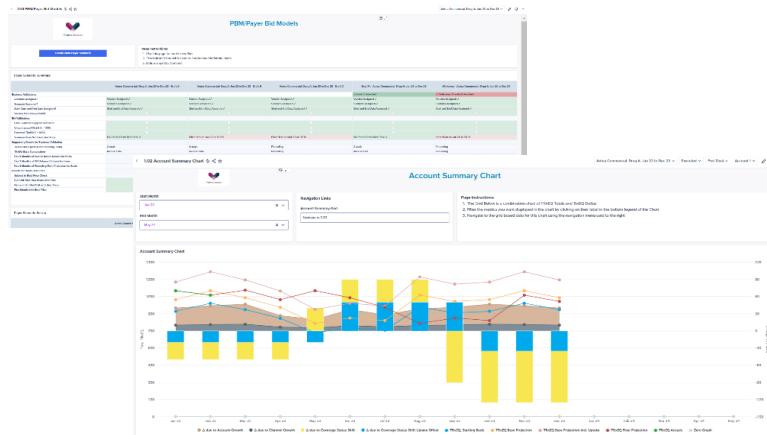
PRE-/POST-DEAL CONTRACT ANALYTICS

The Keyrus Solution Overview

The Keyrus Pre-/Post-Deal Contract Analytics solution enables and amplifies the benefits of your dynamic forecasting process. Let technology do the heavy lifting. With a shared platform, a shared digital backbone, unlock the value of your team's collaborative intelligence.

Connect upstream and downstream data points to develop forecast scenarios in real time using inputs by people closest to the information. With access and transparency to data from service providers, provide your planners with an understanding of the ROI from different pricing contracts scenarios for Commercial, Medicaid, GPOs, and Direct Buys.

Empower them with the ability to conduct what-if analysis on contract elements including formulary tier, restriction coverage and rebates, and utilize predictive volume shift to find the most advantageous contracts changes to offer or agree to.



BENEFITS INCLUDE:

- Reduced effort to create new bid models, load actuals, incorporate new brands and indications.
- Managed Markets** will be able to easily identify opportunities, create and model new deals, spend more time strategizing with business partners, and approach negotiations with better information.
- Contracting & Pricing** will be able to spend more time formulating and executing on strategy instead of wrangling data.
- Provide better reporting that accurately accounts for complex deal structures and relationships with third parties (e.g., Payer Entities).
- Enable automation of operational work and enable **your team** to invest time into improved modeling, analytics, forecasting, and other activities that will drive increased revenue and profit margins, growing market share, mitigating financial risks, increased customer retention rates, and maximizing your competitive advantage.

KEY FUNCTIONALITY

- A centralized platform for contract modeling vs. Excel. Create and model new deals with contract-level activities including pre-deal forecasting and modeling, deal governance workflow, post-deal re-forecasting, variance analysis.
- Contract performance tracking and ROI, with alternate reporting for third party accounts and Gross-to-Net (GTN) channels.
- Your master data (centralized "business structures"), sourced from external systems, or defined and manually managed within the platform, including multi-level hierarchies.
- Hierarchies and cardinality of key objects for Contract, Plan Type, Formulary Coverage, Access Restriction, PBM Vendor, Payer Enterprise, Bid Grids.
- Bid Grids (a matrix of Plan Type, Formulary Coverage, Access Restriction) that support a necessary standardized-yet-flexible approach to enabling definition and modeling.
- Input volume/share predictions at the Offer Grid level to impact calculations and predictions.
- Input competitive information at the Brand level used throughout the model.
- Hierarchy and data-driven security roles and access.
- Data integration from external source systems, including contracted claims, TRx and co-pay data, coverage status, volume shift outputs, pricing information from your GTN Model.
- Connect final contracts information with your GTN Model.

GET STARTED NOW

Contact us to learn more or receive a demo of this solution

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