



NET MARGINS, INC.

Business with Public Payors (BPP™)

KNOWING THE BUSINESS UNDER PUBLIC PAYORS IS KEY TO THE OVERALL SUCCESS OF THE PRODUCT ESPECIALLY AT A TIME WHEN PUBLIC PAYORS ARE INCREASING THEIR SHARE OF THE PRESCRIPTION MARKET. BPP™ PROVIDES INSIGHT INTO FINANCIAL FLOWS WITHIN THE PUBLIC SEGMENT IN ORDER TO UNDERSTAND HOW CHANGES MIGHT IMPACT YOUR PRODUCT'S OVERALL PERFORMANCE.

Highlights

Contract Performance Evaluation

Understanding the payor mix

Understanding the Public Payors

The true price to Public Payors

Impact of Commercial Practices

Impact of Policy Changes

KNOWING THE PUBLIC PAYORS

UNDERSTANDING THE PAYOR MIX

Evaluate and map out the payor mix to clearly understand extent of business going through different payors.

PUBLIC PAYORS

Break down information to further identify different public payors in the segment and fully understand how goods and finances flow within each sub-segment. Identify key issues affecting the product's utilization.

CURRENT BUSINESS AND TRENDS

Bring together and analyze data to understand the scope of current business as well as trends within each payor sub-segment.

ASSESSMENT OF NET REVENUES

Determine the true net revenue from each of these sub-segments by accounting for various rebates and discounts. Identify principal components making up the difference and their key drivers.

IMPACT ASSESSMENT

IMPACT OF COMMERCIAL PRACTICES

Explore complex relationships between commercial and public segments of the business to fully map out the implications of new initiatives in either segment. Facilitate better decision making through better information.

IMPACT OF POLICY CHANGES

Use innovative models to study impact of policy changes including legislative policy changes on business at a product level.