

Managed Care Optimization Solution

- Navigating the intricacies of the payor landscape requires the latest in analytics capabilities.
- Today's sophisticated modeling tools are delivering distinct competitive advantages to Qforma clients.

iQMCO™

Qforma's iQMCO™ solution is a managed care optimization tool that integrates key data from disparate data sources to reveal 1) payors who are most significant to your brand goals, 2) the tier, by payor that is more advantageous, and 3) the rebate strategy, by payor, that will provide the optimal return.

The iQMCO™ solution enables our clients to not only quantify each payor's ability to grant access to their member lives, but to also quantify a payor's ability to restrict access.

User controls enable teams to adjust payor attributes based on their importance to your strategy and identify plans that meet your criteria. In real time, iQMCO™ quantifies a payor score in TRx, NRx or market share based on the plan's importance to a product locally, regionally or nationally.

Incorporating both qualitative and quantitative data, Qforma customized models are empowering managed market teams with the data needed to eliminate unnecessary rebates and support pull-through targeting tactics.

- Which payors can optimally contribute to my Brand goals?
- What Tier for by plan is more advantageous?
- What is the expected return on rebate strategies under consideration?



Comprehensive Payor/Plan/Provider Analysis

