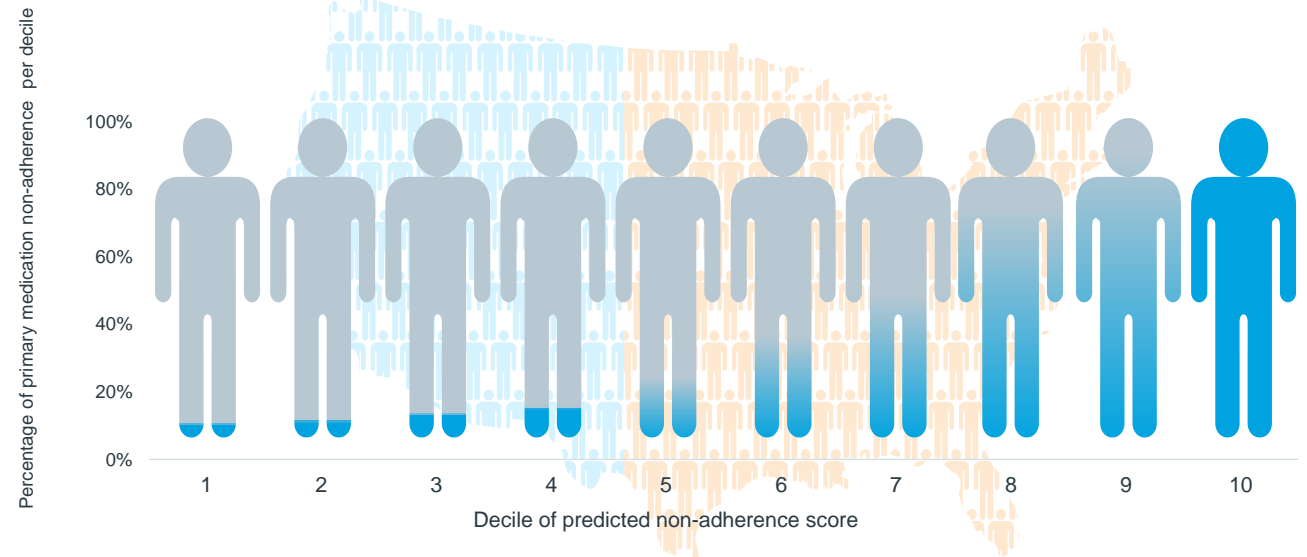


Using Anonymized Patient Data to Drive Adherence

Enables intervention based on predictive analytics

- Understand patients who fail to fill initial Rx of cholesterol-lowering drug
- Studied 70K anonymized patients in US
- Longitudinal prescription (LRx) data and EMR data embedded in predictive model
- Revealed almost two-fifths (2/5) of patients as non-adherent
- Patients at highest risk of non-adherence had low levels of LDL cholesterol, a history of non-adherence and relatively elderly
- Targeted interventions may improve prescription fills and cardiovascular outcomes

Exhibit P-5: Embedded Anonymized Patient Data and Predictive Modeling in High Cholesterol Medication Adherence



Source: "Predicting 30-day primary medication non-adherence for patients newly prescribed statins," QuintilesIMS, Hill, J., Wade, R.L., Rigg, J. and Jayanti, H.