



In-Market Inventory Report

Reference Guide



In-Market Inventory Report

The In-Market Inventory Report provides the opportunity for sales force reps, Regional or Brand Managers, and levels of administration to analyze and evaluate data associated with the many aspects of the card distribution cycle.

It allows you to benefit from vast insights, presented visually in tabular form to assist with distribution of content, time management, and the oversight and audit of current recipients.

Features include viewing and filtering results by: rep, healthcare provider, geographical assignment, date and distribution channel. Sorting capability has also been provided to all tabular views.

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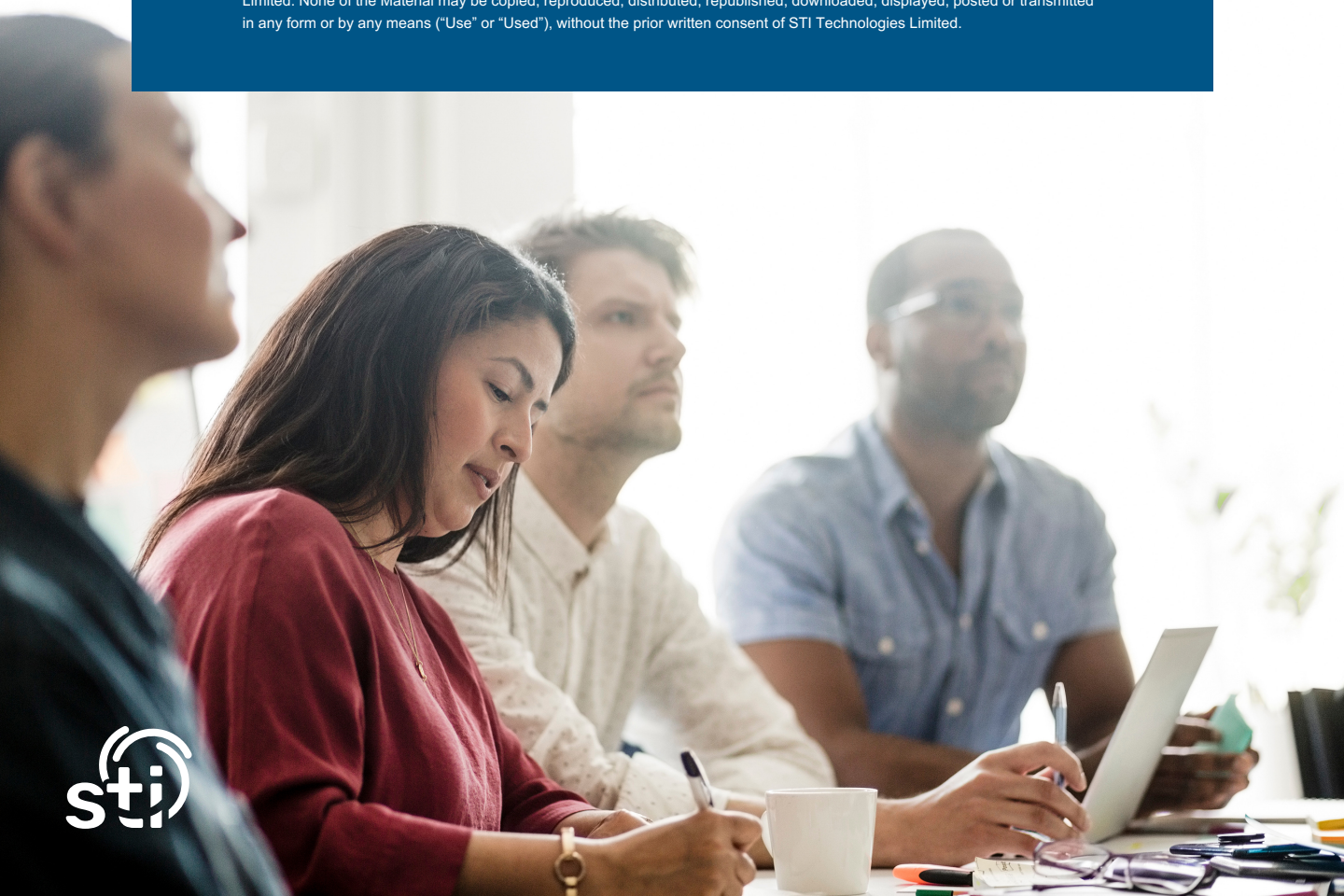







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Feature and Capabilities



Oversee card distribution by monitoring the delivery of cards to rep, the progress of distribution to healthcare providers, and current inventory quantities



Evaluate card usage by viewing what percentage of cards distributed to patients by healthcare providers achieved a first redemption at pharmacy



Assess card advocacy by observing what percentage of healthcare providers that distributed cards to patients experienced a first transaction on said cards at pharmacy



Follow succession by viewing the level of subsequent redemption activity on cards that were distributed to patients by healthcare providers



Align card cycles by evaluating the time between the delivery of cards to the time of initial redemption.



Conduct a field analysis with a visual display of card distribution activity by geographical assignment. Annotative results are provided with interchangeable views



Check up on product performance by examining the ratio of redemption activity of distributed cards across Program, Brand, and Drug Description




Control distribution frequency by tracing the frequency of distributions from rep to healthcare provider

Access

Login by visiting: <https://datasolutions.smartsti.com>





Welcome to Data Solutions. You are entering into the secure client portal.

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Enter your password.

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HOME

IN-MARKET INVENTORY

MY REPORTS

SHARE FILES WITH STI

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Home



STI Data Solutions

STI Data Solutions is committed to providing our customers with unique, actionable insights that will allow for more informed, real-time decision making.

Our reporting tools provide key insight into the three core pillars of data analytics: Descriptive, Prescriptive, and Predictive. All of our tools and services are delivered via the latest in cloud-based interfaces – easily accessible wherever you are.

We are excited to be able to assist you in better understanding and managing your business.

IN-MARKET INVENTORY

CARD
DISTRIBUTION
TRACKING



MY REPORTS

VIEW
REPORTS




SHARE FILES WITH STI

TERRITORY AND
PSA ALIGNMENT
FILES



Content Overview

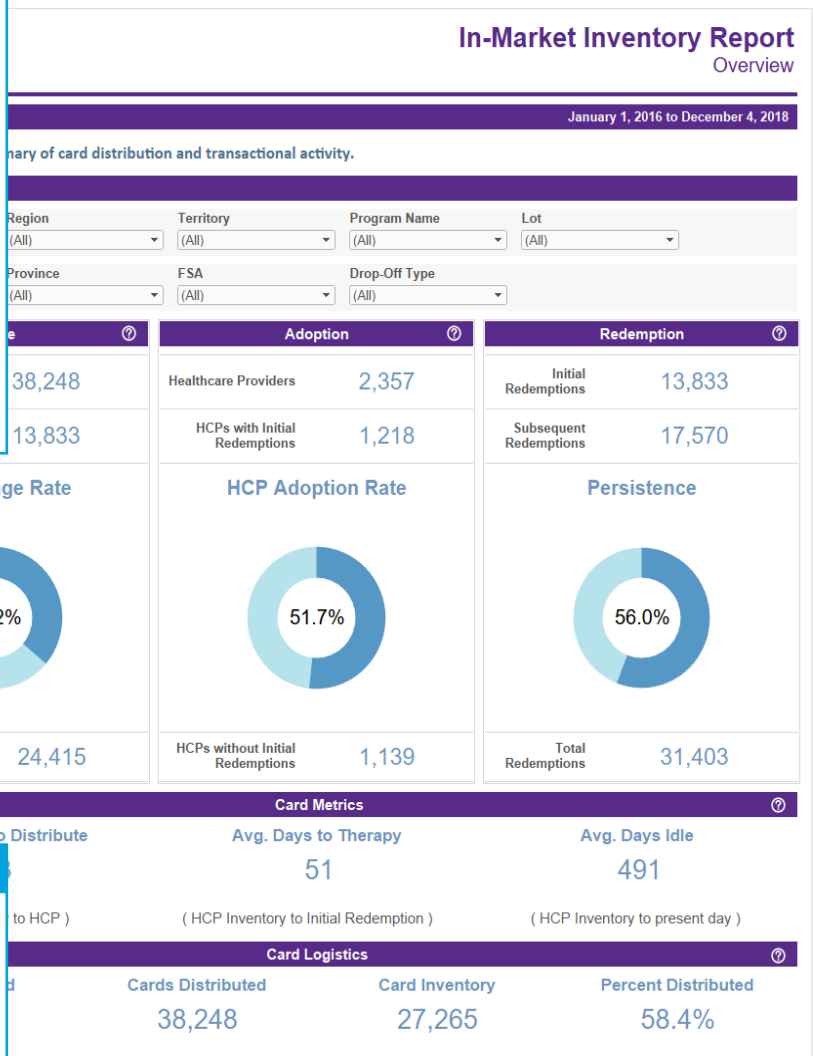
Executive summary of card distribution and current transactional activity.



DEFINITIONS

Card Usage Rate: Evaluate what percentage of cards distributed to patients by HCPs achieved a first redemption.

HCP Adoption Rate: Acknowledge the percentage of HCPs having patients with initial redemptions.

Persistence: Observe what percentage of Total Redemption activity was achieved from Subsequent Redemptions.




DEFINITIONS

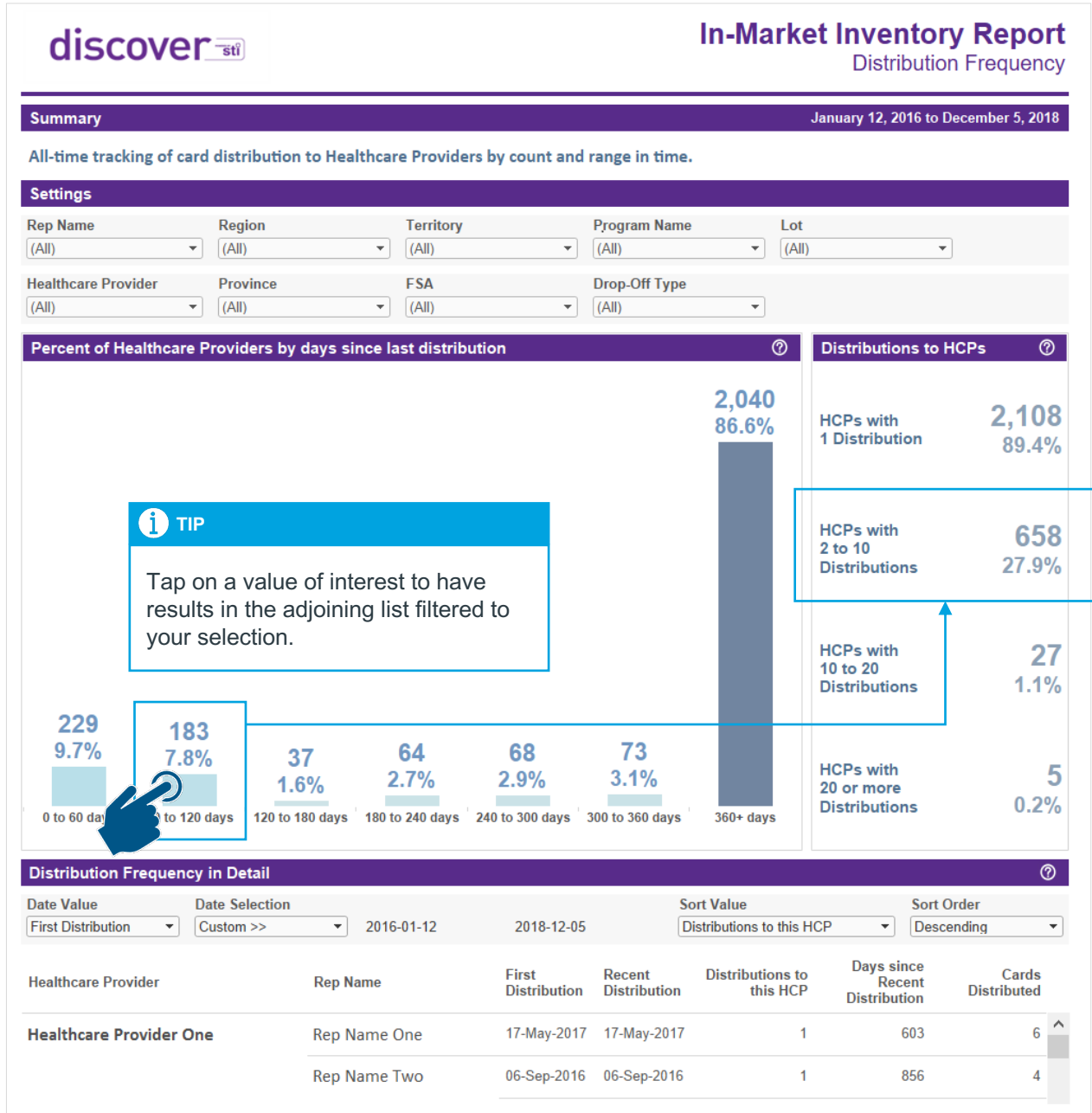
Card Metrics: Measure the time between the delivery of cards to time of initial redemption.

Card Logistics: Track card distribution and inventory quantities.

Content

Distribution Frequency

Tracking card distributions to HCPs by count and range in time.



Content

HCP/Rep Activity

Focusing on activity at the HCP or Rep level from time of distribution to initial redemption.

discover

In-Market Inventory Report

HCP/REP Activity

Summary

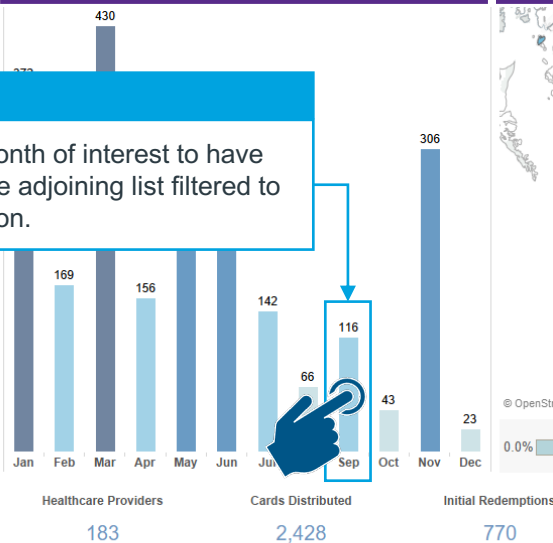
January 2, 2018 to December 5, 2018

Card distribution and usage activity at the Healthcare Provider and Rep level based on a rolling 12 month period of activity.

Settings

Rep Name (All)	Region (All)	Territory (All)	Program Name (All)	Lot (All)
Healthcare Provider (All)	Province (All)	FSA (All)	Drop-Off Type (All)	

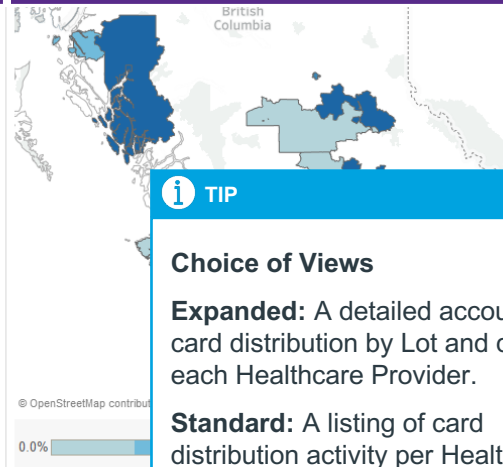
Card Distributions to HCPs by month



TIP

Tap on a month of interest to have results in the adjoining list filtered to your selection.

Card Usage Rate Levels by FSA



TIP

Choice of Views

Expanded: A detailed account of card distribution by Lot and date for each Healthcare Provider.

Standard: A listing of card distribution activity per Healthcare Provider by Program Name.

Condensed: A summarized account of card distribution activity per Healthcare Provider.

Card Distribution Activity in Detail

List by

Healthcare Provider

Attributes

Program Name

Date Selection

Custom >>

2018-01-04

2018-12-04

Sort Value

Card Usage Rate

Sort Order

Descending

Healthcare Provider	HCP Attributes	Cards Distributed	Initial Redemptions	Cards Unused	Card Usage Rate
Healthcare Provider One	Program One	24	20	4	83.3%
	Program Two	5	1	4	20.0%



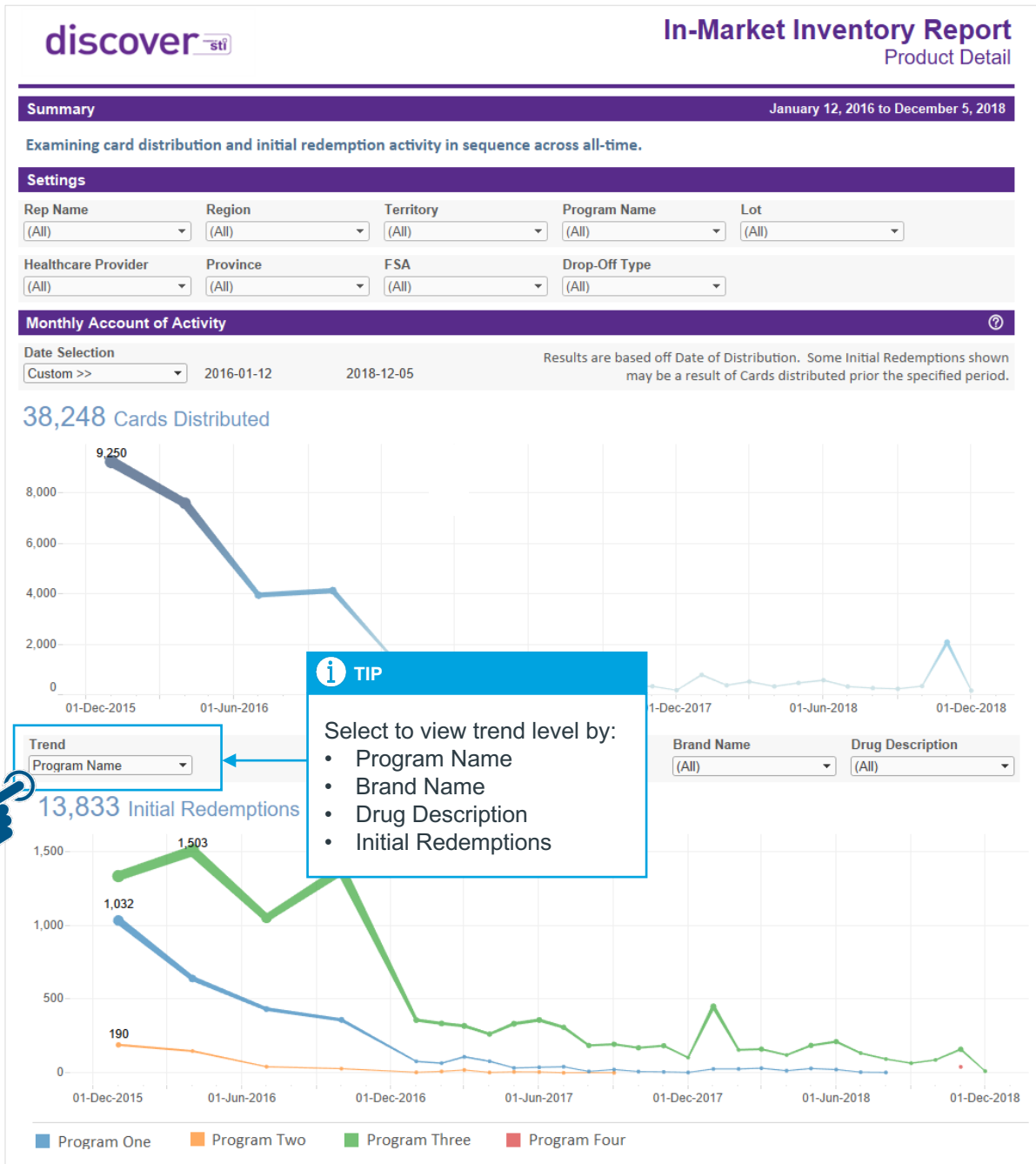
TIP

Tap on a Healthcare Provider of interest to have the adjoining trend filtered to your selection.

Content

Product Detail

Examining card distribution and initial redemption activity in sequence over time.



Content

Glossary & Assistance

On-screen tooltips and guides made available throughout the report, and through our Customer Service channels allow you to get assistance or instruction on filtering or sorting a specific view. Our Glossary helps you find the definition for any unfamiliar terms.

Search	
Search Term <input type="text" value="Cards Distributed"/>	
Term	
Cards Distributed	Count of cards shipped to market. Cards can be distributed to Head Office, Rep, Pharmacy and Physicians.

User Guide

Filtering

Tap on the filter icon to expand and view the contents of the drop-down style filter. Check or uncheck items within the list then tap the Apply button located at the bottom of the filter.

You may also search for a particular item by entering characters within the Enter search text box. Items within the list will adjust accordingly with each character entered.

Settings

Rep Name (All)	Region (All)	Territory (All)	Program Name (All)	Lot (All)
Healthcare Provider (All)	Province (All)	FSA (All)	Channel (All)	Reset Filters

Province filter details:

Enter search text

- ☒ NS
- ☒ ON
- ☒ PE
- ☒ QC
- ☒ SK

Apply Cancel

Date Filters

Date Value: First Distribution

Date Selection: Custom >> 2018-03-21 2018-10-23

Sort Value: Cards Distributed

Sort Order: None

Begin by selecting a date value, for example: **"First Distribution"**, using the Date Value filter. Continue by selecting the desired range in time, such as, **"Last Month"**, using the Date Selection filter. Results will be filtered by date according to your selection.

Selecting **"Custom"** within the Date Selection filter provides the ability to filter results based on a specific time frame of your choosing. A window will appear to the right of the Date Selection filter indicating the available range in time according to the Date Value showing. Single-click on a start-date, and/or end-date to present a calendar in which to select the date of your choice. The list of results will display accordingly. The Custom date window is automatically removed when selecting a default value from within the Date Selection filter.

Non-applicable dates are represented with a "N/A" value.

Sort Value

Date Value: First Distribution

Date Selection: Custom >> 2018-03-21 2018-10-23

Sort Value: Cards Distributed

Sort Order: None


Begin by selecting a column value, for example: **"Cards Distributed"** using the Sort Value filter. Continue by selecting the order in which to display the results, for example: **"Ascending"**, using the Sort Order filter. Results will be listed in the order of your selection.

Regardless of the Sort Value showing, results are in default order when having a Sort Order value of **"None"**.

User Guide

Tool Tips

Tap or hover the mouse-pointer over the tooltip icon to display descriptive insight or instruction relevant to the current view.



Definitions

Card Usage Rate:
Percentage of Cards distributed to Healthcare Providers that experienced a first transaction at a pharmacy.

Cards Distributed:
Number of Cards distributed to Healthcare Providers by the Sales Rep.

Initial Redemptions:
Number of Cards provided to patients by Healthcare Providers that experienced a first transaction at a pharmacy.

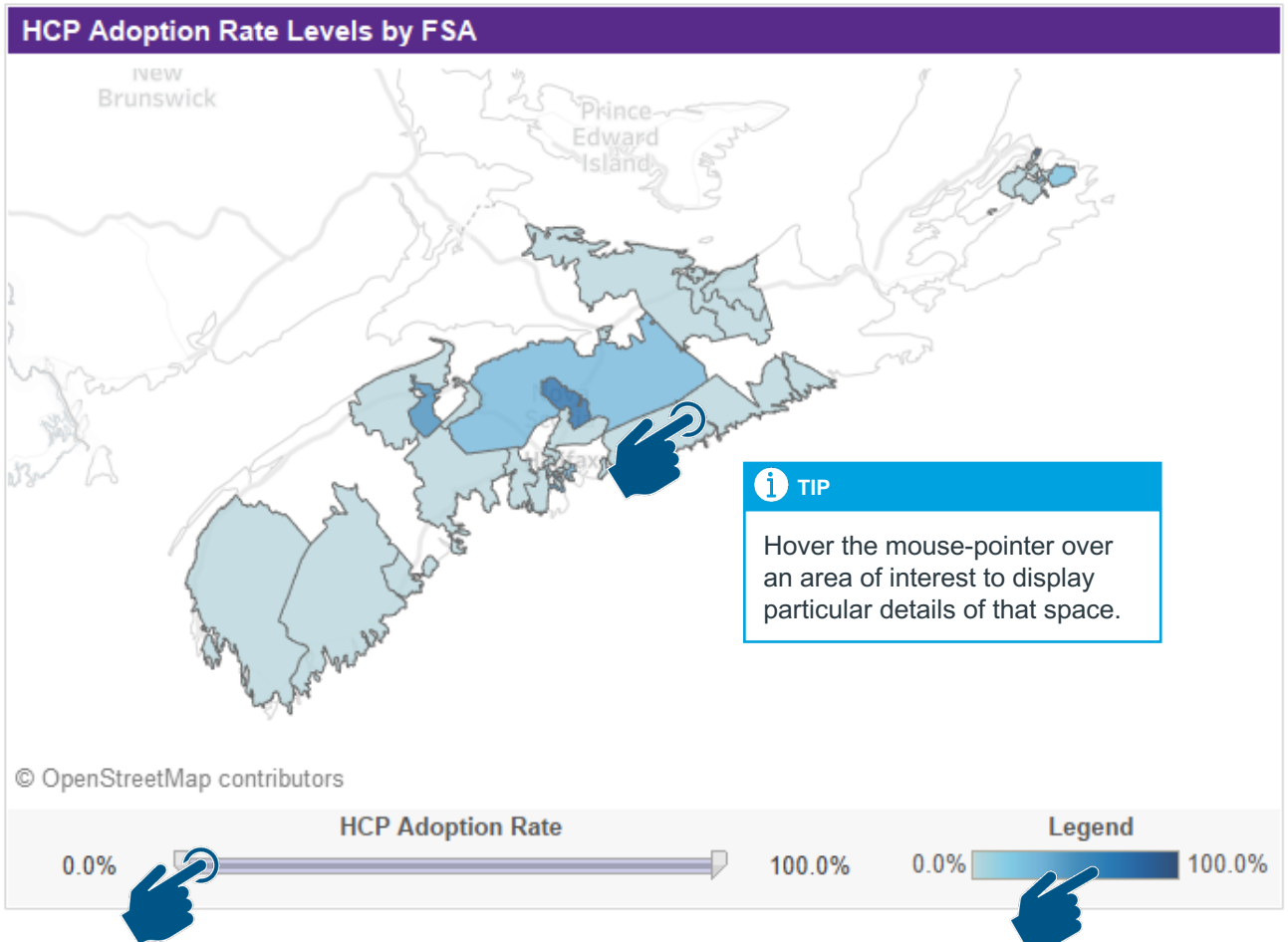
Unused Cards:
Number of Cards distributed to Healthcare Providers by the Sales Rep but remain idle without a first transaction.
Some or all of said Cards may be in the possession of the Healthcare Providers or of patients that were provided a Card.

Please refer to the Glossary for additional terms and definitions.

User Guide

Map Areas

Tap on an FSA of interest within the map area to filter results or adjoining views to your selection. Continue with another FSA, or tap once again on the last chosen FSA of interest to remove your selection.



i TIP

Tune map area results by pressing down on the slider controls from right to left to view higher levels of activity or in the opposite direction to view lower levels of activity.

i TIP

Levels of activity have been provided a specific color based on their value

Terms & Definitions

Glossary of Terms A-Z

Cards Distributed

Number of cards distributed to healthcare providers by the sales rep.

Card Inventory

Number of cards that remain in the possession of the sales rep awaiting distribution to healthcare providers.

Cards Shipped

Number of cards shipped to a sales rep for distribution to healthcare providers.

Cards Unused

Number of cards distributed to healthcare providers by the sales rep but remain idle without a first transaction. Some or all of said cards may be in the possession of the healthcare providers or of patients that were provided a card.

Card Usage Rate

Percentage of cards distributed to healthcare providers that experienced a first transaction at a pharmacy.

Days Idle

If a card has been distributed to a healthcare provider but has yet to achieve a first transaction at pharmacy, then the number of days on average from the time of distribution to present day. Said cards have either remained in the possession of the healthcare providers or of their patients.

If a card has not yet been distributed to a healthcare provider, then the number of days on average from the time cards were shipped to the sales rep to present day. Said cards remain in the possession of the sales rep.

Days to Distribute

Number of days on average from the time cards were shipped to a sales rep to the time said cards were distributed to healthcare providers.

Days to Therapy

Number of days on average from the time cards were distributed to healthcare providers, to the time said cards experienced a first transaction at pharmacy.

Terms & Definitions

Glossary of Terms A-Z

Healthcare Provider Adoption Rate

Percentage of healthcare providers that provided cards to patients, where said cards experienced a first transaction at pharmacy.

Healthcare Providers

Number of healthcare providers having received one or more cards from the sales rep.

Healthcare Providers with Initial Redemptions

Number of healthcare providers that provided cards to patients, where said cards experienced a first transaction at pharmacy.

Healthcare Providers without Initial Redemptions

Number of healthcare providers that were supplied cards, where said cards have not yet experienced a first transaction at pharmacy. Some or all of said cards may be in the possession of the healthcare providers or of their patients that were provided a card.

Initial Redemptions

Number of cards provided to patients by healthcare providers that experienced a first transaction at a pharmacy.

Percent Distributed

Percentage of cards distributed to healthcare providers by the sales rep.

Persistence

The percentage of Total Redemption activity achieved from Subsequent Redemptions.

Subsequent Redemptions

Number of transactions experienced by a card at pharmacy after an initial transaction.

Total Redemptions

The total number of transactions experienced by a card at pharmacy.

For more information regarding the content of this report,
please contact: customerservice@smartsti.com