

Brand Probability File™

Simplifies Brand versus Generic Decisions

SIMPLIFIES DECISION MAKING

Making determinations on a drug product's brand or generic status is complex. Medi-Span® has always provided multiple data elements in our files to support customers in establishing proprietary rules for brand/generic determination. The *Brand Probability File* places all these data elements in a single product and provides a means for weighting the importance of each element when making brand/generic status decisions. The result is a probability score that can be utilized in your own algorithm or serve as a validation mechanism in your processing.

MEETS PHARMACIES' NEEDS

- **Compiles** multiple data elements found in Medi-Span files into a single module
- **Provides** a weighted algorithm whereby the Brand Probability Percent Value can be derived
- **Allows** customization of the algorithm to support specific needs
- **Enables** tracking of brand / generic determining data elements over time



Brand Probability File™

INCLUDES:

- New and existing data sources, including but not limited to
 - Multi-Source Code
 - Brand Name Code
 - Application Type Code
 - Reference Listed Drug Flag
 - CMS Drug Category Code
 - Labeler Type Code
 - TEE Code
- Brand Probability Percent Value
- Historical Information to track Brand Probability Score and attribute changes over time

BENEFITS

- *Empowers retailers by providing statistical data to back brand versus generic formulary decisions*
- *Increases efficiency by providing simplified access to the data that drives decisions*
- *Provides validation of your proprietary algorithms*
- *Simplifies analysis needed for decision making*



Medi-Span®

8425 Woodfield Crossing Blvd.
Suite 490
Indianapolis, IN 46240-2495

MediSpan.com
800.388.8884, press 2
317.735.5300

MS-BPF-RP