



INFORMATION TECHNOLOGY: BRIEF

ePharm5 exclusive: New tool provides pharma with actionable patient data

A new tool from Archi-Tech Systems is putting a new spin on longitudinal prescriber-level data, the company reports. The new DART LRx system allows pharma sales and marketing teams to better manage and analyze de-identified patient data. DART LRx integrates, compresses, and indexes longitudinal data in a single view, including NRx, TRx, volume percentage change, and market share, from any source, across multiple years and multiple measures. According to Archi-Tech, this makes it easier for pharma marketing and sales teams to analyze prescriber habits and switching patterns, compare new-to-brand and NRx deciles, and review concomitant versus single drug prescriptions, while staying compliant with patient privacy rules. Users can also access the data via the company's InView solution, which offers quick access to on-demand charts, graphs, and other metrics. Click the link below to read more.

SUPPORTING LINKS:

- [Archi-Tech Unveils DART LRx to Help Pharmaceutical Sales and Marketing Teams Manage and Comply with Anonymized Patient Data](#)

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