

# Performance Benchmarking

Benchmark Smarter. Perform Better.

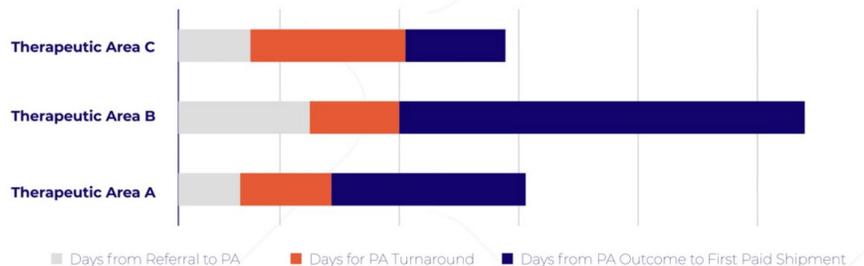


## Optimize Brand Performance and Outpace the Competition

Discover Claritas Rx Performance Benchmarking: your solution for comparing, measuring, and optimizing brand performance in real time. We empower commercial leaders, market access professionals, and patient services teams with the insights needed to benchmark smarter and perform better.

Clarify your specialty market position by synthesizing your own internal data with insights from analogs and competitors across disease area, treatment method, and market dynamics. Powered by Claritas Rx's unique pre-dispense patient journey data, this approach sets benchmarks, informs pricing, and enables KPI comparisons for smarter decisions and stronger brand performance.

### Compare your brand and hub services to your competition so you can understand what 'good' looks like



\*Hub performance comparisons can vary



**Compare Brand Performance:** Measure your brand KPIs, such as fill rates, abandonment, and time-to-fill against a custom market basket, therapeutic area, or the entire industry.



**Tailor Your Insights:** Benchmark against specific regions, treatment classes, or competitive sets for highly relevant performance evaluation.



**Stay Informed:** with real-time Market Alerts that flag when patients discontinue or switch from competing brands, using daily feeds from specialty pharmacy and Hub partners. Advanced predictive analytics highlight abandonment and fill-rate trends so your team can spot switching opportunities and engage HCPs within days.

Benefit from AI-driven daily alerts, detailed head-to-head KPI comparisons, and benchmarks that define what "good" looks like in the specialty market. This solution empowers teams to unlock new opportunities, enhance brand performance, and confidently surpass competitors—all in real time.

Learn more at <https://www.claritasrx.com/solutions/performance-benchmarking/>