

Clinformatics™ Data Mart



Get more complete data for more precise marketing.

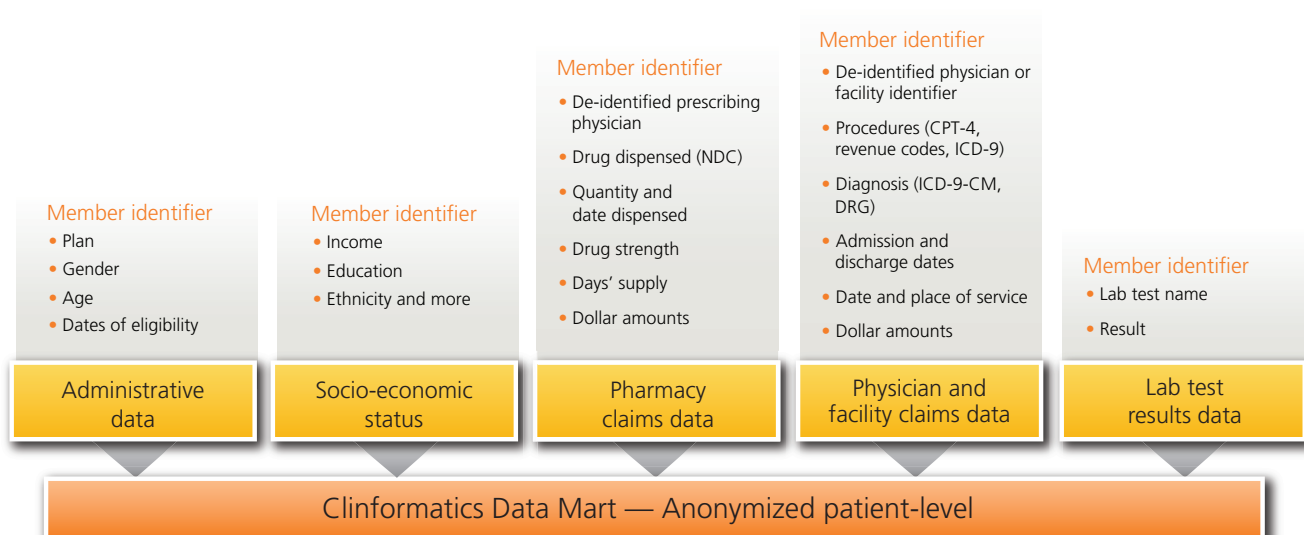
Mining the right data is crucial to discovering the right insights about your product or competitors' products. Optum™ Clinformatics™ Data Mart offers more richly detailed longitudinal information — faster — than any other product on the market. All of our data is statistically certified as de-identified by an independent third party. Even more, it's backed by the unmatched experience of our expert marketing analytics team.

Gain greater clarity on market dynamics by integrating and linking deep patient data from a variety of real-world sources with Clinformatics Data Mart.

This powerful data set provides you with licensed access to a nexus of information that can support your organization's analysis requirements, including:

- Medical claims
- Pharmacy claims
- Lab analyte results
- Administrative data

Basic data elements



Graphic represents common data elements but is not an exhaustive list of all data available in Clinformatics Data Mart; see data dictionary for complete list.

Gain insight into real-world product use.

Clinformatics Data Mart helps you gain insight into how products are used, and with what success, in the uncontrolled setting of actual practice. Moreover, our data set can be obtained as a standalone product or bundled with Optum™ Clinformatics™ Database Builder™, which allows for faster design of your database subset online, even if you are not a programmer.

The unique combination of Clinformatics Data Mart and Clinformatics Database Builder empowers you to realize significant strategic — and economic — advantages:

Expedite the process of getting from marketing concepts to research-based, sales-generating materials.

Quickly design and refine a de-identified database feasibility cohort using Clinformatics Database Builder to support your marketing concepts before committing study funds.

View the performance of your products, and your competitors', in a real-world environment.

Compare performance endpoints across therapies and markets.

Your key to success:

Patient-level linked data

Clinformatics Data Mart delivers a remarkable depth of de-identified patient-level data across multiple categories.

Enhance your analysis, deepen your understanding.

Clinformatics Data Mart doesn't stop at administrative claims; it provides a foundation upon which a variety of information sources can be linked or integrated to give companies greater clarity into the dynamics of the markets in which they compete. Our analysts can build upon the work started with Clinformatics Data Mart data in numerous ways:

Socioeconomic data — Examine how health care utilization varies or is influenced by factors such as ethnicity, income, education and marital status.

Death data — The Social Security Administration's Death Master File (DMF) provides a clearer read on survival, as well as how to better manage loss of eligibility when designing cohorts.

Links to other data — Through partnerships with other data providers, we're able to deliver detailed inpatient data for more comprehensive treatment flows.

With IRB approval, we can also provide:

Patient and physician surveys — Identify attitudinal drivers of behavior, validate conclusions, and examine potential through surveys administered on individuals with the confirmed behaviors you are interested in to develop a better understanding of market opportunity and risk.

Chart reviews — More efficiently obtain and integrate clinical measures into your analytic plans through streamlined identification of patients that exhibit the health characteristics of interest.

Your data — Through probabilistic and other HIPAA-compliant matching methods, integrate your promotional, clinical or other data into analyses leveraging Optum administrative claims data.

Choosing the right data set for the job

Data Mart suite	Clinformatics Data Mart	Clinformatics Data Mart Multiplan (Impact)
Primary audience	HEOR	HEOR
Secondary audience	Epidemiology	Epidemiology
Customer benefit	Clinically rich claims data to conduct custom research projects from one of the largest national plans	Clinically rich claims data to conduct research projects representing multiple plans and formularies; delivered in Impact DB format
Coverage	All therapeutic markets	All therapeutic markets
Data platform	UnitedHealth Group commercial ASO + fully insured	UnitedHealth Group, plus 46 other regional payers.
Annual lives	13 million annually	22 million annually
Duration	2000 to present day	1997 to present day
Update frequency	Semi-annually/Quarterly	Semi-annually/Quarterly
Data lag	90 days	180 days
Projection	Un-projected	Un-projected
Unique data elements	Lab results	Lab results
Data level	Transactions — de-identified physician and patient-level	Transactions — de-identified physician and patient-level
Enrollment	Full positive enrollment	Mostly positive enrollment, some inferred
Episodes of care	Inpatient	Inpatient
MD reporting	Common encrypted	Encrypted by plan
Financial information	Normalized prices, charged amount, deductible, coinsurance	Normalized prices, patient copay tiers

Deepen your understanding of the markets in which you compete.

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