

Optum Market Clarity Data

Real-time, real-world data



As the health care industry continues to undergo transformational change, life sciences organizations require more dynamic approaches to how they compete in the market. Understanding where a product fits — and how it can best stand out in a crowded field — necessitates greater clarity about the market landscape. But that clarity does not come from disparate sources offering only “accurate enough” data.

Optum[®] Market Clarity Data brings together precision data, advanced analytics and expertise to empower commercial and research teams to uncover insights that drive actionable intelligence. By marrying clinical specificity with eligibility-controlled resource utilization and cost detail, Market Clarity Data provides a comprehensive patient-level view across all therapeutic areas, including rare disease. To optimize research, commercial and formulary strategies, Optum Market Clarity Data offers a two-fold approach that incorporates:



Optum[®] Market Clarity Dataset. One of the most robust, clinically-rich and payer-complete integrated datasets on the market. Our rich longitudinal dataset deterministically links medical and pharmacy claims with electronic health records (EHR). Natural language processing applied to unstructured clinical notes across 100 million patient histories uncovers information related to 20,000 variables from in-office assessments and measurements. These include diagnosis codes, signs and symptoms, biomarkers, labs and test results. These layers of data spanning the continuum of care enable more visibility into patient populations to answer research and commercial questions.



Optum[®] Market Clarity Data Advisory. Custom analytics consulting with Optum advisors ensures life sciences companies ask the right questions of their data to optimize business strategies, demonstrate the value of products to stakeholders, and inform everything from discovery to commercialization.



Optum Market Clarity Data allows you to dig deeper into:

- Drug discovery
- Patient journey
- Competitive intelligence
- Safety and efficacy
- Health outcomes
- Provider and patient uptake
- Market share
- Health care provider-patient segmentation
- Prescription trends

The precision, clarity and expertise to move forward confidently

Business decisions based on “probable” information can be a gamble. Optum Market Clarity Data helps you accurately size your market, understand brand share, tell a differentiated value story, forecast and predict brand success in a way that has not been available until now. This new breed of market intelligence enables you to better align efforts to the segments, audience and decision-makers that count.

Optum Market Clarity Data offers:

The precision to turn uncertainty to confidence. We know the origins of our data and use unique identifiers to provide validated, linked patient histories that are continuously updated.

The clarity to derive meaning from data. Natural language processing and advanced analytics uncover hidden insights in patient journeys, provider behavior and health outcomes.

The expertise to help you improve brand performance. Our advisors leverage their deep expertise in health care and data science to help brand and research teams understand the market and ask the right questions of the data. As part of the health care system, Optum has line of sight into both industry challenges and market opportunities.

Optum data precision means:

- Largest deterministically linked claims and EHR data
- Deeper, clinically specific patient information with eligibility controls
- Most data points per patient
- Greater breadth and diversity of coverage across all payer types
- Weekly written and filled prescriptions
- Continuous investments in growing and evolving datasets

Optum data, analytics and expertise inform brand decisions at every stage — whether you are pre-launch, mid-launch or in optimization mode — to help you forward with confidence. To learn more about Optum Market Clarity Data, please contact us.

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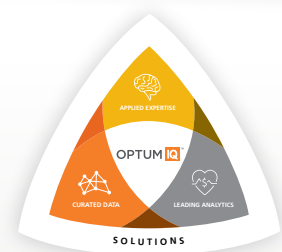
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Infused with OptumIQ

OptumIQ™ powers intelligence across the health care system and is infused into all Optum products and services. It represents the unique combination of data, analytics and health care expertise at Optum.