



Optum Real-World Evidence Tools

Shorten the time from insight to action.



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Build and iterate a patient cohort in minutes using Optum® Real-World Evidence Tools. Leverage rich, de-identified data to produce sophisticated reports and visual summaries. With better financial and health outcomes in mind, utilize Optum Real-World Evidence Tools to answer key questions about patient care, drug therapies and market characteristics.

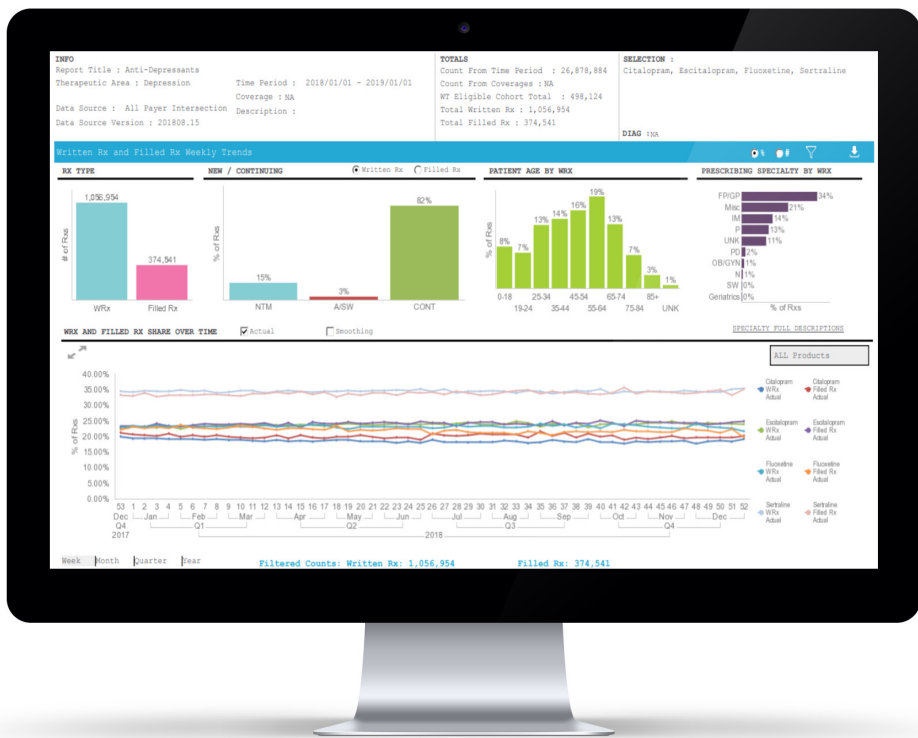


Cohort Builder

Simplify the process of evidence generation to increase speed to market.

Optum® Cohort Builder lays the foundation of any real-world data journey by constructing a patient population in minutes across multiple de-identified data sets. Its flexibility allows for seamless movement from cohort design to analytics-ready dataset and reporting options. Cohorts generated can be saved, compared and shared, simplifying collaboration and engagement.

- Builds cohorts without coding
- Increases speed to insights to minutes instead of days/weeks
- Drives collaboration across groups through saving and sharing of work



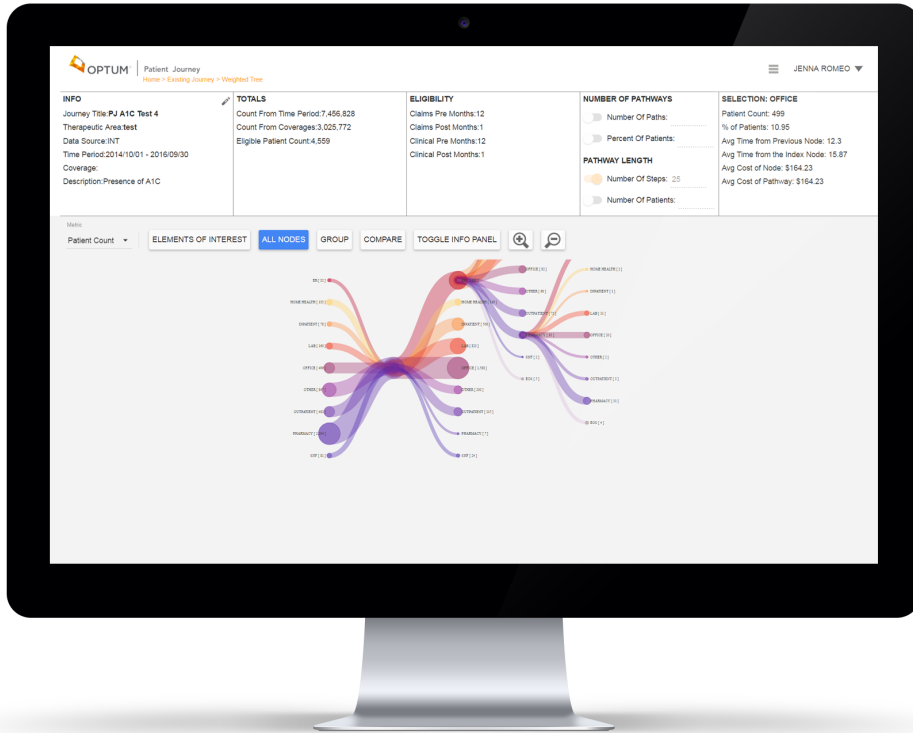
Market Clarity Data Tracker

Assess market drivers in real time to track product performance.

Optum® Market Clarity Data Tracker is an advanced analytics and cloud-based tool that tracks prescription market share over time, including the percentage of written prescriptions filled at pharmacies. It leverages claims data from most payers across the United States, deterministically linked with payer-agnostic electronic health records (EHR) data for a more complete, real view of the patient.

With four different dashboards and flexible reporting features, Optum Market Clarity Data Tracker provides valuable data insights that brand teams can use to assess product performance in the market.

- Track market uptake, brand share and written/filled prescriptions on a weekly basis
- Profile primary adherence sub-segments
- Answer both the “what” and “why” behind prescribing and filling behavior

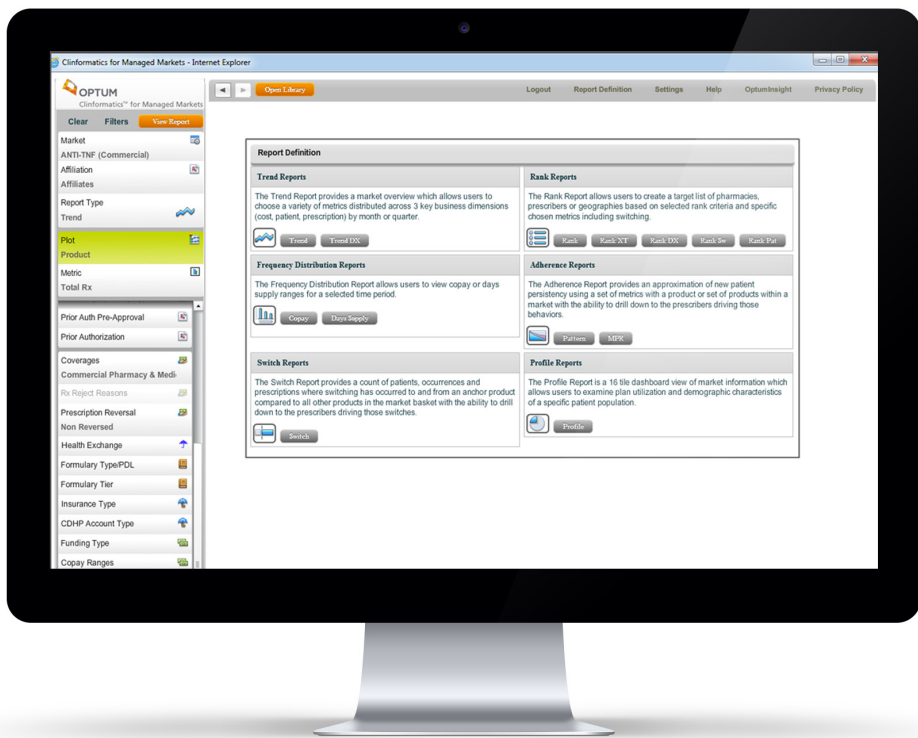


Patient Journey

Map a comprehensive view of health care utilization for greater market opportunity.

Optum® Patient Journey quickly produces vibrant graphic illustrations of health care journeys for a patient population. Summaries are ready for analysis within hours of setting pathways, selecting criteria and defining an event of interest. Patient Journey insights promote understanding of drivers influencing treatment choice and identify opportunities to refine therapies and messaging.

- Evaluates each step of pathway or entire pathway to date
- Offers variations that enable time- or medication-based analysis
- Determines maximum alteration of brand usage through treatment-initiation setting analysis

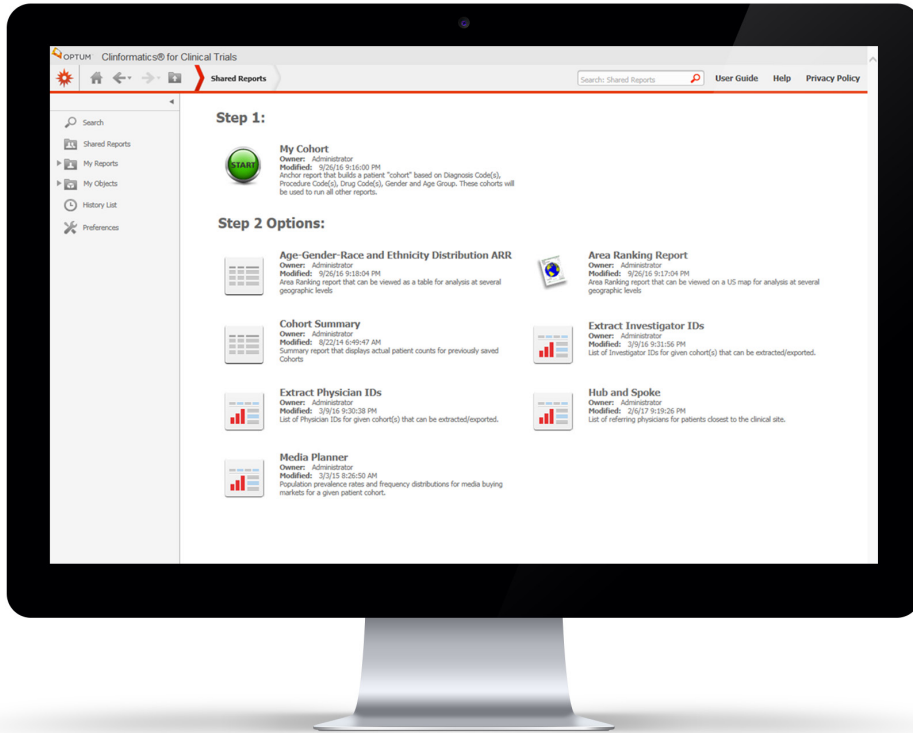


Clinformatics for Managed Markets

Get better product performance data for greater marketplace power.

Clinformatics® for Managed Markets provides a more refined and in-depth understanding of prescribers' impact on usage and sales. Patient-centric data allows comprehensive analysis of the “why” and “who” behind product use. Deeper insights into the relationships between prescription, patient and cost metrics support more accurate measurement and improved marketing.

- Enhances tactical execution of marketing strategy
- Compliments existing data to close critical strategic data gaps and support data reconciliation
- Key proprietary data includes product formulary status, benefit copy levels and PBM control mechanisms



Clinformatics for Clinical Trials

Find the right patients and investigators for faster clinical trials.

Clinformatics® for Clinical Trials (CTS) provides intuitive, web-based access to Optum databases and generates a range of valuable reports to analyze for site and investigator identification. CTS custom services include consultation by world-renowned Optum analysts who refine protocols, analyze patient and investigator data, create customized reports and identify sites that are optimal for trial.

- Identifies the geographic areas with the highest concentration of patients who satisfy your protocol
- Improves clinical trial planning
- Designs more successful protocols



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