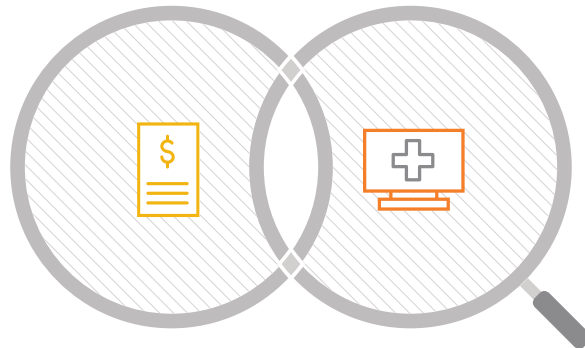


# [Seeing the bigger picture]

## Why settle for less *than a* complete view?

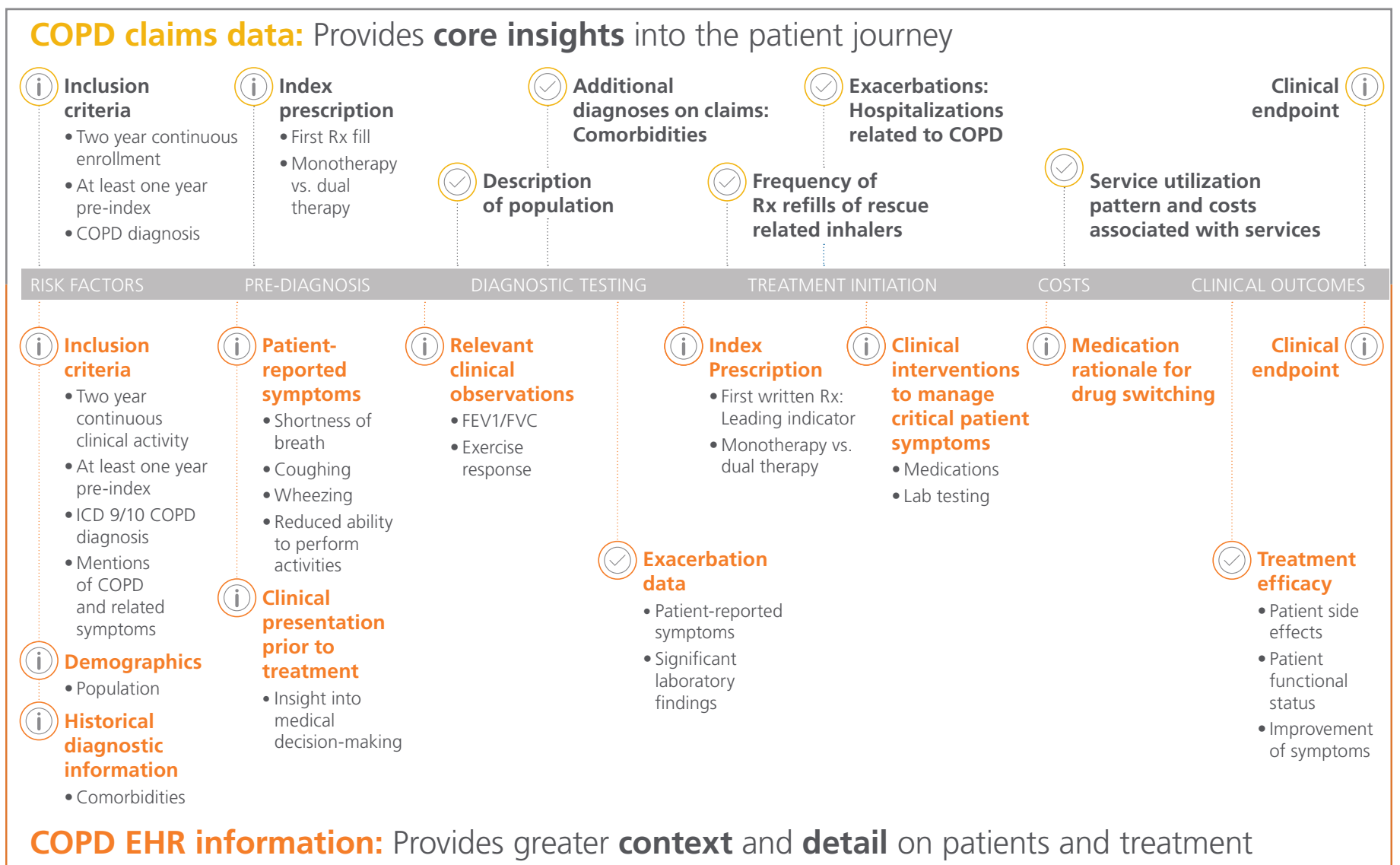
Claims data works best in combination with EHR data for a more complete view of the patient journey

**Claims data** captures health care **cost** and **utilization** of health care services received



Adding **EHR** allows deeper insight through **lab results**, **patient-reported symptoms**, and **clinician decision making**

Let's look at COPD therapeutic area as an example



## Why settle for less *than a* complete view?

- Discover usable patients across all therapeutic areas
- Capture valuable context that ignites insights
- Exponentially expand your view propelled by a single identifier