Seeing the bigger picture

Why settle for less than a complete view?

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

**COPD claims data:** Provides core insights into the patient journey

<table>
<thead>
<tr>
<th>Inclusion criteria</th>
<th>Pre-Diagnosis</th>
<th>Diagnostic Testing</th>
<th>Treatment Initiation</th>
<th>Costs</th>
<th>Clinical Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Two year continuous enrollment</td>
<td>• At least one year pre-index</td>
<td>• COPD diagnosis</td>
<td>• First Rx fill</td>
<td>• Monotherapy vs. dual therapy</td>
<td>• Exacerbations: Hospitalizations related to COPD</td>
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**COPD EHR information:** Provides greater context and detail on patients and treatment

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

Click here to see the complete view