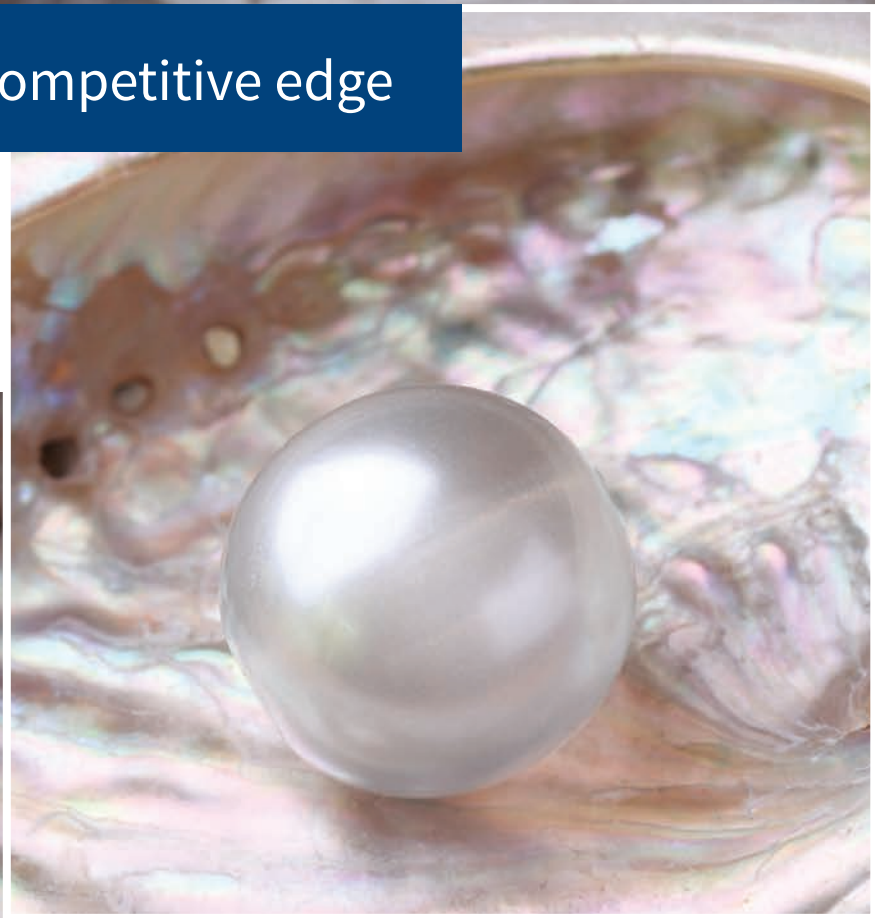


## Maintain your competitive edge

Quantify your competitors' physician universe and physician market share by supplier.








## MarketView™ for the Durable Medical Equipment Market




As profit margins tighten under federal regulations, so does the competitive landscape in the changing durable medical equipment (DME) market. You need easy-to-consume and actionable market intelligence to increase revenues and gain or sustain competitive advantage.

LexisNexis® MarketView™ offers a range of affordable solutions to help jumpstart and optimize your targeting and segmentation strategy. MarketView helps you quickly understand which physicians and healthcare facilities warrant focus to drive faster growth.

### Value Delivered:

 Targeting	 Provider Segmentation	 Business Development
<ul style="list-style-type: none"><li>• Drive referrals by identifying key accounts for focused sales activity</li><li>• Hone in on physicians, hospitals and post-acute care providers that order the most products in your service areas</li></ul>	<ul style="list-style-type: none"><li>• Product volume by HCPCS code</li><li>• Referral behavior (i.e. loyalists vs. spreaders)</li><li>• Specialty or patient type (i.e. cardiac target vs. diabetic target)</li><li>• Other or a combination of multiple measures</li></ul>	<ul style="list-style-type: none"><li>• Territory alignment</li><li>• Sales force sizing and structure</li><li>• Acquisition and expansion planning</li></ul>

### Data Coverage:

 Channels	 Capture Rate	 Metrics
<ul style="list-style-type: none"><li>• 50,000 durable medical equipment suppliers</li><li>• 33,000 outpatient clinics</li><li>• 50,000 LTC/extended care facilities</li><li>• 9,000 home health agencies</li><li>• 7,000 acute care hospitals</li><li>• 3,000 hospice agencies</li><li>• Physician offices representing 725,000 community physicians</li></ul>	<ul style="list-style-type: none"><li>• Over 90% of practitioners in the non-retail setting</li></ul>	<ul style="list-style-type: none"><li>• 165 million unique patients</li><li>• 1.2+ billion medical claims</li><li>• 1+ million physicians</li><li>• 190 million unique practitioner connections in our integrated influence network</li><li>• 40-70% of all adjudicated claims for those practitioners</li></ul>

## The science behind better market intelligence

When it comes to strategic planning, you need to have the most accurate and up-to-date information about healthcare practitioners and organizations. Consider that, in one year, the healthcare provider landscape can change by 25%, including demographics, credential and eligibility status. Staying on top of the provider universe is necessary to gain and retain market share but not the true nature of your business.

At LexisNexis® Health Care, our business is maintaining the most current provider information 24/7/365. This is reflected in the LexisNexis® Provider Data MasterFile™ database comprised of nearly 9 million providers, 450,000 unique healthcare organizations as well as the affiliations between them. We also maintain the largest medical claims warehouse in the U.S., which includes comprehensive coverage of the provider market.

The power of MarketView comes from combining millions of data attributes from our Provider Data MasterFile with physician-level medical claims data. Your advantage is a fuller picture of physicians in your market, where and how they practice and with whom they have relationships.

## The science of better results

LexisNexis uses proprietary technology to systematically collect, analyze and publish accurate and up-to-date provider information. In addition to a strict quality assurance methodology, our clients gain heightened accuracy with the LexisNexis® Provider Data Consortium. This consortium comprised of retail pharmacy chains and other provider organizations, reports changes daily from a variety of providers across the country. We validate those changes and update the Provider Data MasterFile immediately. No other vendor offers this level of accuracy to reduce the pain of incorrect, stale or missing data.



Beyond advanced technology and our proven data accuracy advantage, LexisNexis offers:

- The most comprehensive U.S. provider database including HCPs, HCOs and affiliations
- The largest practitioner-level medical claims database in the U.S.
- A wealth of highly experienced talent in data analysis
- Deep industry knowledge, including regulatory compliance
- Unmatched customer service and responsiveness



For more information, call 866.396.7703 or visit  
[risk.lexisnexis.com/healthcare](http://risk.lexisnexis.com/healthcare)



Health Care

#### About LexisNexis® Risk Solutions

At LexisNexis Risk Solutions, we believe in the power of data and advanced analytics for better risk management. With over 40 years of expertise, we are the trusted data analytics provider for organizations seeking actionable insights to manage risks and improve results while upholding the highest standards for security and privacy. Headquartered in metro Atlanta USA, LexisNexis Risk Solutions serves customers in more than 100 countries and is part of RELX Group, a global provider of information and analytics for professional and business customers across industries. For more information, please visit [www.risk.lexisnexis.com](http://www.risk.lexisnexis.com).

Our healthcare solutions combine proprietary analytics, science and technology with the industry's leading sources of provider, member, claims and public records information to improve cost savings, health outcomes, data quality, compliance and exposure to fraud, waste and abuse.

MarketView and Provider Data MasterFile provided by LexisNexis are not provided by "consumer reporting agencies," as that term is defined in the federal Fair Credit Reporting Act (15 U.S.C. § 1681, et seq.) (FCRA) and do not constitute a "consumer report," as that term is defined in the FCRA. MarketView and Provider Data MasterFile may not be used in whole or in part as a factor in determining eligibility for credit, insurance, employment or another eligibility purpose that would qualify it as a consumer report under the FCRA. Due to the nature of the origin of public record information, the public records and commercially available data sources used in reports may contain errors. Source data is sometimes reported or entered inaccurately, processed poorly or incorrectly, and is generally not free from defect. This product or service aggregates and reports data, as provided by the public records and commercially available data sources, and is not the source of the data, nor is it a comprehensive compilation of the data. Before relying on any data, it should be independently verified.

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