MarketView™ for the Durable Medical Equipment Market

Maintain your competitive edge by quantifying your competitors' physician universe and physician market share by supplier.

As profit margins tighten under federal regulations, so does the competitive landscape in the changing durable medical equipment (DME) market. Being able to quantify your competitor's physician universe and a physician's market share by supplier will give you the competitive advantage you need in this dynamic market.

You need easy-to-consume and actionable market intelligence to increase revenues and gain or sustain competitive advantage. 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 health care facilities warrant focus to drive faster growth.

Value Delivered:

Targeting	Provider Segmentation	Business Development
• Drive referrals by identifying key accounts for focused sales activity • Hone in on physicians, hospitals and post-acute care providers that order the most products in your service areas	• Product volume by HCPCS code • Referral behavior (i.e. loyalists vs. spreaders) • Specialty or patient type (i.e. cardiac target vs. diabetic target) • Other or a combination of multiple measures	• Territory alignment • Sales force sizing and structure • Acquisition and expansion planning

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RISK SOLUTIONS

Health Care

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 health care practitioners and organizations. Consider that, in one year, the health care 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®, our business is maintaining the most current provider information 24/7/365. This is reflected in our Provider Data MasterFile™ database comprised of nearly 9 million health care providers, 450,000 unique health care 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.

MarketView's real power 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.

> MarketView's real power comes from combining multitudes of data attributes from our Provider Data MasterFile with physician-level medical claims data.

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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 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

Data Coverage

Channels

- > 50,000 durable medical equipment suppliers
- > 33,000 outpatient clinics
- > 17,000 LTC/extended care facilities
- > 9,000 home health agencies
- > 6,000 hospitals
- > 3,000 hospice agencies
- Physician offices representing 725,000 community physicians

Capture Rate

- Over 90% of practitioners in the non-retail setting

Metrics

- > 150 million unique patients
- > 1.2 billion medical claims
- > 1.4 million unique practitioners
- > 190 million unique practitioner connections in our integrated influence network
- 40-70% of all adjudicated claims for those practitioners

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For More Information

Call 866.396.7703 or
email healthcare@lexisnexis.com or
visit www.lexisnexis.com/risk/healthcare

About LexisNexis® Risk Solutions
LexisNexis Risk Solutions (www.lexisnexis.com/risk/) is a leader in providing essential information that helps customers across industries and government predict, assess and manage risk. Combining cutting-edge technology, unique data and advanced analytics, Risk Solutions provides products and services that address evolving client needs in the risk sector while upholding the highest standards of security and privacy. LexisNexis Risk Solutions is part of Reed Elsevier, a leading global provider of professional information solutions across a number of sectors.

Our health care solutions assist payers, providers and integrators with ensuring appropriate access to health care data and programs, enhancing disease management contact ratios, improving operational processes, and proactively combating fraud, waste and abuse across the continuum.

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