MarketView™ Early Alerts

Strike before the competition

Reach the right physician at the right time with the right message.

The climate is fierce for life sciences organizations, with highly aggressive competition in volatile environments. Thus, their success often is found in being in the right place at the right time to influence a treatment decision.

In order to stay ahead of the competition, many life sciences organizations are using medical claims data. This data, while rich in information, has historically been outdated and inadequate in driving timely business decision making.

This is changing. As healthcare technology continues to evolve, medical claims data is becoming more quickly available, opening a door to new and innovative ways of using daily and weekly claims feeds to derive key insights.

LexisNexis® MarketView™ Early Alerts helps life sciences organizations narrow their focus to high-value targets and accurately assess and quantify opportunities, for better strategic targeting and sales execution.

A new view

A leader in this domain is MarketView from LexisNexis. This powerful solution leverages the industry's leading provider-level medical claims database and proprietary analytics to analyze claims-based volumetrics, referral patterns and affiliations and deliver deep intelligence to biotech, pharmaceutical, medical device and healthcare organizations.

Leveraging more than 1.2 billion medical claims, MarketView enables users to:

Focus sales and marketing by valuing and gaining insight into physicians and facilities by diagnosis/procedure/patient volumes/drugs by indication.

Improve segmentation by understanding referral patterns and influencing network relationships between physicians and facilities.

Increase market share by influencing physician decision making between diagnosis and treatment of patient, and monitoring pull through.

A faster pace

MarketView Early Alerts enables precision timing and delivers a powerful competitive advantage by speeding up the process to educate and influence physicians before a treatment decision has been made. Through an early notification process based on medical claims data, life sciences organizations can get real-time alerts on newly diagnosed patients that can be pre-configured based on defined diagnoses to align with physician targets. Available payer information helps quantify patient access, and early notice allows action in the window of opportunity between diagnosis and treatment decision.

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Just one such opportunity can be worth hundreds of thousands of dollars.

A case in point

In a recent pilot study, a pharmaceutical company gained a competitive advantage in an infused therapy with near real-time medical claims data. The test case involved a high-cost drug regimen for a rare disease. The challenge posed was pinpointing physicians who regularly diagnose and treat patients with the illness.

Among results of the 12-week pilot program:

- MarketView Early Alerts identified new healthcare professional (HCP) targets previously not identified by the organization

- The company's sales force was able to positively impact physician brand choice

- Among called HCPs, a continued increase in patient diagnosis was seen after the pilot

- Continued effects of the program were seen in claims activity months beyond the initial evaluation period

> **We usually blindly go in offices and ask about hypothetical patients they may identify. This program lets you know a patient was diagnosed; it's good to be able to call on the physician with that information.**
>
> Pilot participant

A rapid approach to success

Providing the most comprehensive claims data, accessible more quickly than ever, MarketView helps marketing and sales teams reach the right physician at the right time with the right message—ahead of the competition.

LexisNexis® RISK SOLUTIONS | Health Care

For more information, call 866.396.7703 or visit risk.lexisnexis.com/healthcare

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.

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.