



## Insights for better business decisions

Increase market share and sales efficiency with broad, accurate claims data and analytics.

## MarketView™ for Life Sciences

Given the limited resources most life sciences organizations have today, being able to increase the sales and marketing effectiveness of your brand is a priority.

Understanding your high-value physicians and where they spend the majority of their time, their referral patterns and identifying regional and national influencers can help you discover commercial success. LexisNexis® MarketView™ helps you find high-value targets to gain a competitive advantage.

MarketView is based on billions of data points we match and integrate from our claims data warehouse. Our data integration and enrichment capabilities bring together disparate datasets, including customer and prescription data, to deliver insightful and robust provider profiles. This helps our clients narrow their focus to high-value targets and more accurately assess and quantify opportunities for better strategic targeting and sales execution.

### MarketView covers the following settings of care at the physician and facility level:

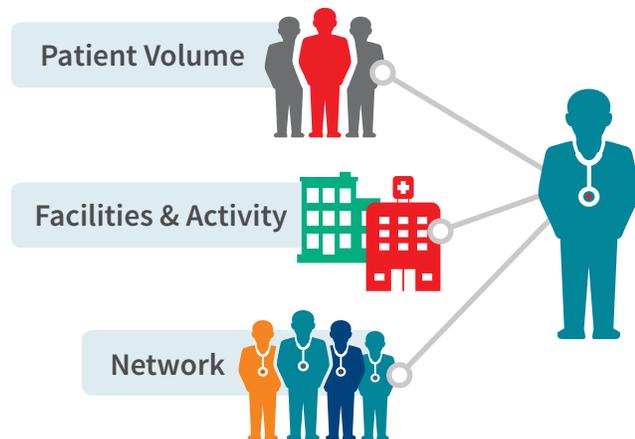
Inpatient	Home Health	Office
Outpatient	Ambulatory Surgery Center	Home
Hospice	Skilled Nursing Facility	Lab

### Life Sciences Commercial Applications

 Market Research	 Marketing	 Sales
<ul style="list-style-type: none"><li>• Market Sizing</li><li>• Patient Flow Analysis</li><li>• Remitted Claims Insights</li></ul>	<ul style="list-style-type: none"><li>• Non-Personal Promotion</li><li>• Segmentation</li><li>• Sales Territory Alignment</li><li>• New Product Development</li><li>• Referral Networks</li><li>• Call Planning</li><li>• Thought Leader Identification</li></ul>	<ul style="list-style-type: none"><li>• Territory Alignment and Optimization</li><li>• Sales Force Sizing and Structure</li><li>• Targeting for Hospital, IDN, or Specialty-Based Sales Forces</li><li>• Insights to Help Providers Maximize Reimbursement for Devices/Therapies</li></ul>

## MarketView volumetrics and provider referral networks data provides insights

Delivered in a variety of formats, MarketView enables you to see a specific practitioner, his total patient volume, the facilities where he spends his time, the activity associated, and the physicians in his network. You can also view a physician's network to see the strength of each physician relationship and how they compare to one another.



## Gain a competitive advantage with early alerts and trending solutions

In a fiercely competitive market, life sciences organizations need to reach the right doctor at the right time with the right message. To help your reps educate and influence physicians before a treatment decision has been made, MarketView early alerts offers:

- Real-time alerts
- Newly diagnosed patients who align with your target lists
- Payer information to help quantify patient access
- Customer-defined diagnoses for your therapy
- Historical claims data to uncover trends and set baselines

Depending on the value of the drug, just one early alert could mean thousands of dollars and a quantifiable return on investment. Detailing high-value drugs no longer means undoing and redoing prescriber decisions. Reps simply do what comes naturally—educate the physician on the value of their therapy.

## Systems of care: a powerful combination of data assets enables effective commercial efforts

Systems of care integrates the volume-based medical claims intelligence from MarketView with targeted IDN and affiliation data from the LexisNexis® Provider Data MasterFile™. Together this combination adds up to more than the sum of its parts and was designed to help life sciences organizations quantify size and potential of health systems across different medical claim categories to enhance targeting, deployment and contracting decisions, resulting in:

- Improved revenue growth
- Optimized commercial efficiency
- Increased market share

## Value delivered

- Identify high-impact practitioners and facilities
- Gain insight into how a physician is splitting time between facilities and where the physician is performing their procedures as well as the number of procedures
- Identify industry thought leaders at any level: national, state, territory and city
- Uncover physician connections based on shared patients
- Understand referral patterns

### Provider Reimbursement Insights

LexisNexis® MarketView™ Provider Reimbursement Insights provides insight into what's being paid for medical products and services at the procedure code level. Use this valuable information to:

- Develop more informed pricing and contracting models and strategies
- Arm teams with a view of reimbursement across the competitive landscape
- Monitor and respond to market changes
- Drive utilization by helping providers maximize reimbursement

MarketView Provider Reimbursement Insights provides summary-level reports based on actual remitted medical claims data aggregated at three levels: National, Geography Level and Payer/Payee.

### Broad, current and accurate data delivers better results for Life Sciences

LexisNexis provides life sciences organizations with a robust portfolio of data intelligence and analytics solutions that address data management and market intelligence needs. Our customers include 15 of the top 20 life sciences organizations. With decades of experience, employing proprietary analytics, science and technology with the industry's leading sources of provider, member, claims and public records data, we empower our customers to improve efficiency, impact health outcomes and reduce their exposure to deceitful practices.

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



Health Care

#### About LexisNexis® Risk Solutions

LexisNexis Risk Solutions harnesses the power of data and advanced analytics to provide insights that help businesses and governmental entities reduce risk and improve decisions to benefit people around the globe. We provide data and technology solutions for a wide range of industries including insurance, financial services, healthcare and government. Headquartered in metro Atlanta, Georgia, we have offices throughout the world and are part of RELX Group (LSE: REL/NYSE: RELX), a global provider of information-based analytics and decision tools for professional and business customers. For more information, please visit [www.risk.lexisnexis.com](http://www.risk.lexisnexis.com) and [www.relx.com](http://www.relx.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 and compliance and minimize exposure to fraud, waste and abuse.

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