



Follow the flow of physician relationships to improve market intelligence

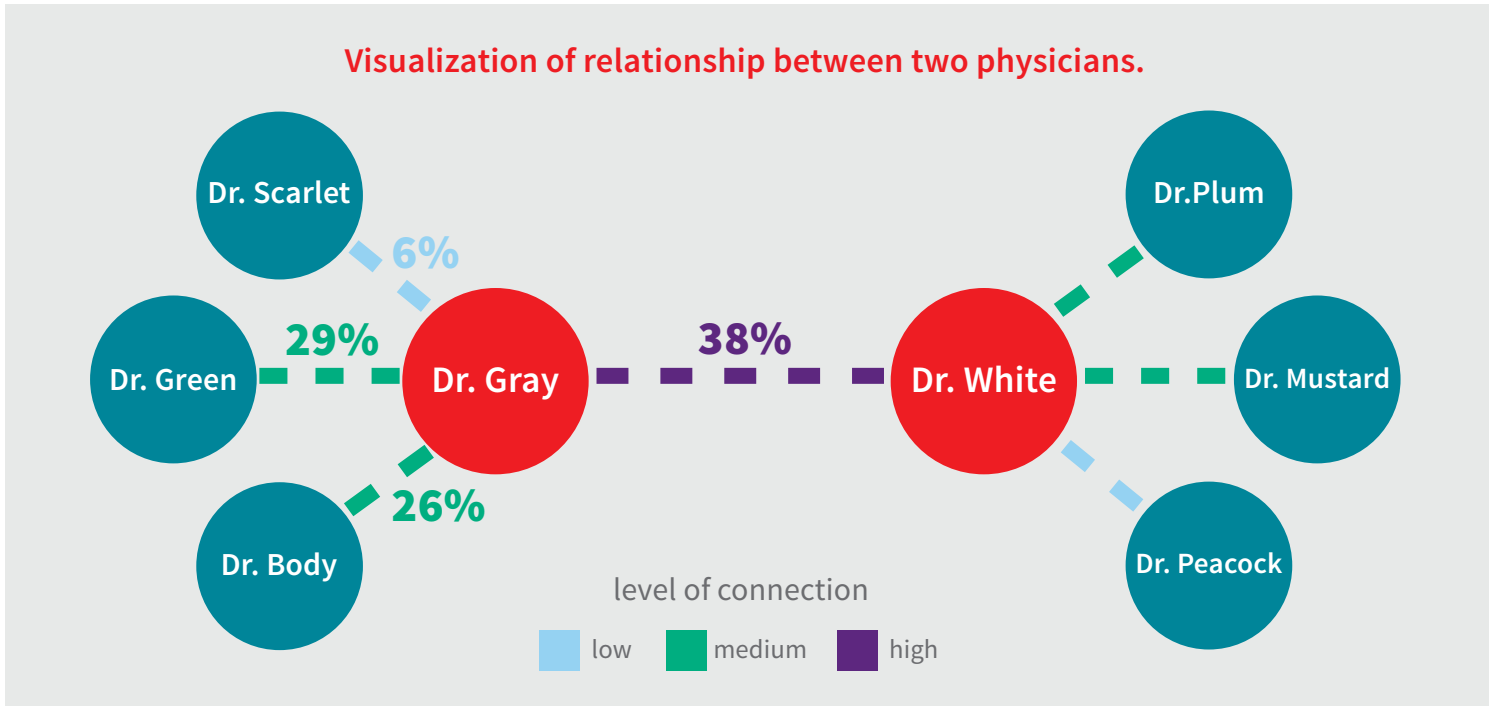
Today's health care marketplace is complex, which requires you to have a clear view of relationships. When you understand health care ecosystem dynamics driving activity in your therapeutic market, you can influence those connections to your organization's benefit.

With LexisNexis® MarketView™ Influence Networks, life sciences companies can identify the different types of relationships between health care professionals, and also leverage information to drive market strategies.

### **Uncover provider relationships.**

This MarketView capability identifies provider-to-provider relationships through a proprietary methodology, including a shared patient model. These relationships can be between any combination of health care practitioners (HCPs) and health care organizations (HCOs) and can be identified within a specific therapeutic market (e.g., cardiology), or disease state of interest.

Influence Networks take the physicians identified through diagnoses and procedure volumes and provides insight into how many patients they have in common relative to others in the market. This is quantified and expressed through the strength of relationship score, which is determined by comparing the number of shared patients in that relationship to all other shared relationships in the network. LexisNexis Health Care also provides insight into the percentage of shared patients between two physicians relative to the total shared patients for each physician.



Influence Networks can be customized based on an organization’s specific business needs. Options can examine a variety of different types of relationships, some of which recently have been added to expand Influence Networks capabilities. These relationships are:

Relationship Type	Business Use Example
HCP TO HCP	Pinpoint high volume physician relationships and understand referral patterns at a practitioner level
HCO to HCO	See which practices are sending referrals to your facility (e.g., which group practices are referring to your hospital)
HCP to HCO	See which institutions a particular HCP is referring to (e.g., Dr. Jones works at Penn Medicine but is referring outside of the Penn system to Jefferson)
HCO to HCP	Same as HCP to HCO but directionality is reversed

Network Type	Codes Used	Business Use Example
Diagnosis Only	One set of diagnosis codes	Interested in (a) PCPs or other HCPs who do not perform procedures or (b) a therapeutic area where there are no relevant procedures
Diagnosis to Procedure	One set of diagnosis codes, one set of procedure codes	Interested in a procedure and wants to know which diagnosing physicians are referring patients to the procedure doctor
Diagnosis to Diagnosis	Two different sets of diagnosis codes	Interested in disease progression (in terms of diagnoses)
Procedure to Procedure	Two different sets of procedure codes	Interested in disease progression (in terms of procedures)
Diagnosis Cohort	One set of diagnosis codes	Interested in a therapeutic area where the diagnosis is likely not made until the client is seen by specialist
Procedure Cohort	One set of procedure codes	Client is interested in a particular procedure and wants to know which providers treated the patient prior to the procedure
All Codes	No codes list, every code is included	Interested in practitioner total patient or claims volume

### Delving deep into medical claims.

We leverage our unparalleled MarketView database of over 1 billion medical claims to identify common patients across provider visits. Pairs of providers that share a statistically significant number of patients within a specified timeframe are assumed to have a professional relationship.

### Reach new depths of understanding.

The resulting networks reveal a level of insight beyond volumes and decile ranks, enabling life sciences organizations to:

- **Understand referral patterns and patient flow.**
- **Uncover high-volume provider relationships.**
- **Discover members of the patient care team** and track a specific patient's healthcare journey among them to better understand all those involved in the care of a patient for a given condition.

## LexisNexis® MarketView™

Captures approximately **1.2 billion** medical claims for about **150 million** patients annually.

Covering more than **8.5 million** practitioners and **450,000** facilities.

We have more than **133 million** unique practitioner connections in our national, all-patient, Influence Network.

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



Health Care

### About LexisNexis Risk Solutions

LexisNexis Risk Solutions ([www.lexisnexis.com/risk](http://www.lexisnexis.com/risk)) is a leader in providing essential information that helps customers across all industries and government assess, predict, and manage risk. Combining cutting-edge technology, unique data and advanced scoring analytics, we provide 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 RELX Group plc, a world-leading provider of information and analytics for professional and business customers across industries.

Our health care 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.

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