



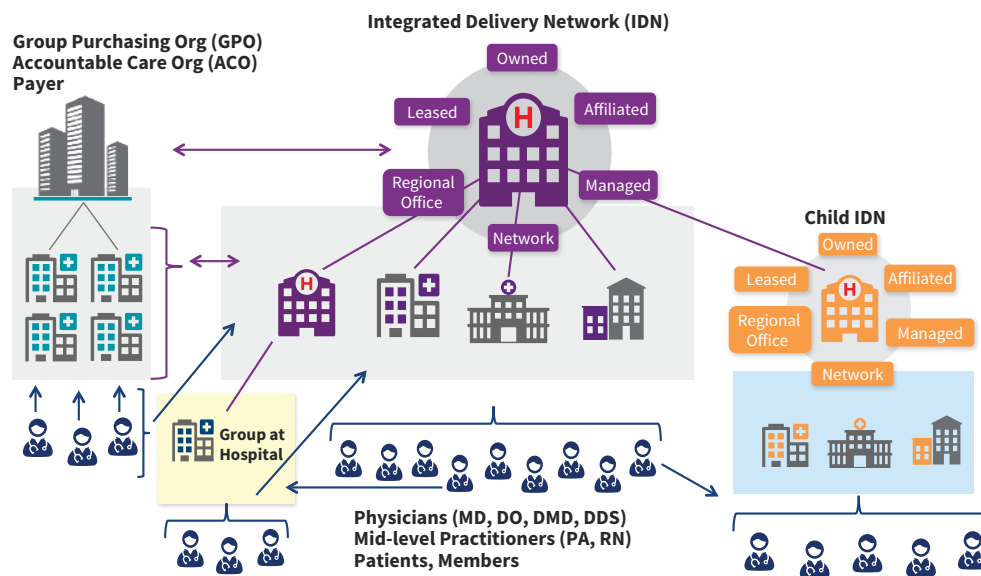
Navigating the complexities of  
today's life sciences universe

With all of its subtle layers, connections and networks, the modern life sciences universe has rapidly evolved into an unrecognizable web of complex relationships. Data-driven solutions from LexisNexis® Health Care bring clarity to this complex universe and enable Life Sciences Organizations to transform challenges into opportunities by operating more strategically, efficiently and profitably than ever before.

# See the big picture clearly—operate strategically

## The new frontier

The pressure for Life Science Organizations (LSOs) to maintain growth and profitability amid health care reform, industry consolidation and expanding regulations has forced a complete transformation and restructuring of the life sciences landscape. Finding themselves in survival mode, most individual health care providers have merged into one or more consolidated organizational groups called Integrated Delivery Networks or IDNs. Ranging from contractual agreements and affiliations to purchasing groups and fully owned conglomerates, multi-levels of ownership have morphed into a highly complex, layered web of IDN relationships.

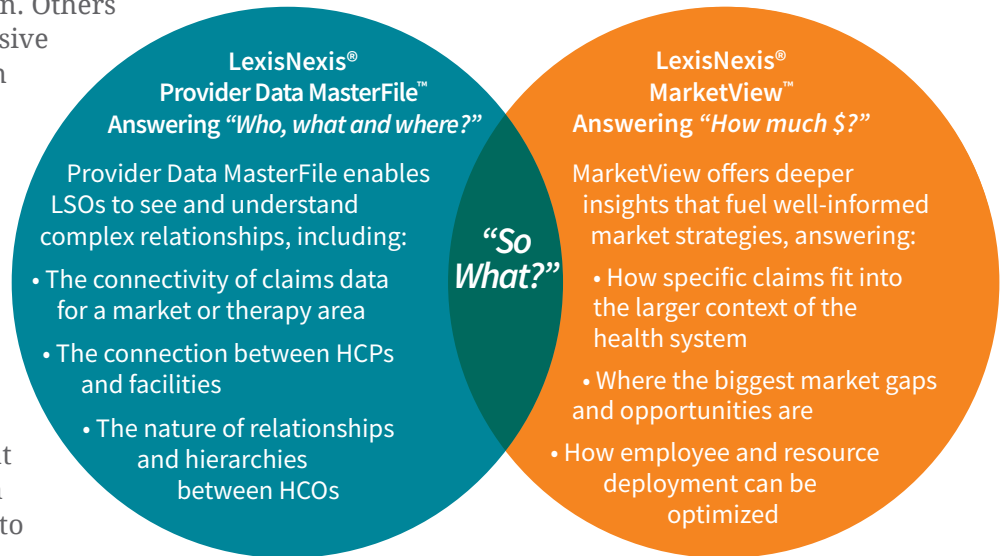


IDNs have forced LSOs to shift from traditional rep-to-provider selling models to an account-based, B2B selling model—a shift that's created more questions than answers.

- Who is our true prospect target—who is really making the decisions?
- What is the potential value of an IDN system?
- At which locations do individual HCPs practice?
- Are businesses within a campus owned or just co-located?
- Where should we focus our resources?

## Thriving in the new IDN universe

While this new life sciences landscape presents many challenges, with the right data and the technology to extract intelligence from the data, LSOs can turn these challenges into valuable opportunities for massive growth and unprecedented success. Some organizations may need access to very specific data for precision targeting and segmentation. Others may require a comprehensive data management solution that includes IDN and medical claims data across multiple therapy areas and accessible throughout the entire enterprise. Either way, LexisNexis provides the quality data and advanced analytic solutions to deliver actionable intelligence that supports any activity from major strategic initiatives to precise operational tactics.



## Navigating the IDN universe is as simple as A, B, C

### A = Accuracy of data

With our advanced data linking technology, we are able to constantly monitor, update and enhance IDN, claims and provider data to obtain the highest level of quality and accuracy.

**FACT: Approximately 80% of all prescriptions in the U.S. are validated against the LexisNexis Provider Data MasterFile<sup>1</sup>**

### B = Breadth of data sources

LexisNexis gathers relevant data from a wide variety of reliable sources, including:<sup>1</sup>

#### Provider Data MasterFile Data:

- 1,500 IDNs with approximately 67,000 parent/child relationships
- 250 GPOs with over 94,000 purchasing relationships
- 800 ACOs with more than 4,000 relationships to HCOs & IDNs
- 2.7M HCP to HCO affiliations

#### MarketView Data:

- 1.2B Annual Medical Claims
- 150M+ Unique Patients
- 1.5M Unique Practitioners
- 1M+ Facilities
- 900+ Payers
- Inpatient, Outpatient, Office, ASC, Lab, Home, Post Acute Care
- Roll Up to IDNs

### C = Competency of technology provider

Access to massive quantities of high quality data isn't enough. Data is only valuable when accompanied by the technology to analyze and draw meaning from it. The Systems of Care approach from LexisNexis leverages sophisticated analytics to filter through layers of complexity, weed out irrelevant clutter and draw out the critical insights and information necessary for mission critical decision-making.

## Driving strategy with data technology

With a transparent, holistic view of IDN structures and the claims activities associated with them, LSOs gain the perspective necessary to easily:

- Calculate the potential value of various IDNs based on claims volumes
- Prioritize growth opportunities
- Identify appropriate target contacts
- Develop effective outreach programs
- Make well-informed contracting decisions

The IDN universe is vast, but LexisNexis is here to help you navigate it smoothly and profitably.

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



Health Care

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 analytics, LexisNexis 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 RELX Group plc, a world-leading provider of information solutions for professional 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.

<sup>1</sup> LexisNexis Data

Provider Data MasterFile and MarketView 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. Provider Data MasterFile and MarketView may not be used in whole or in part as a factor in determining eligibility for credit, insurance, employment or for any other 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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