


Strike before the competition

More life sciences organizations are focusing on lucrative orphan drugs, therapies and devices aimed at rare diseases and disorders. In fact, the worldwide orphan drug market is projected to reach \$127 billion or 16% of total prescription drug sales in 2018.¹

It's never been more important to beat your competition to the punch to influence treatment decisions



MarketView™ Early Alerts from LexisNexis® Health Care can assist in improving efficiency and reducing costs across life sciences organizations by speeding up the process to identify, educate and influence physicians on treatment options with real-time alerts from the industry's leading provider-level medical claims database.

Get it right...

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



Focus teams with market intelligence on physicians and facilities by:



Diagnosis



Procedure



Payer



Volumes



Drugs by indication



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



Improve patient outcomes by educating practitioners about relevant therapies near the time of diagnosis.



Reduce time and cost of clinical trial recruitment by identifying physicians treating patients who meet trial criteria.

During a 12-week pilot with an established Infusion Market Organization, MarketView Early Alerts generated significant improvements for key metrics including:

- ▶ % of healthcare physicians with increased patient diagnosis
- ▶ % of healthcare physicians with increased infused therapy usage
- ▶ Increases in physician activity 24 weeks after pilot
- ▶ Share of preferred product compared to all infused therapies, by group

Learn more by calling 866.396.7703 or visit risk.lexisnexis.com/healthcare



Health Care

¹ fiercepharma.com/special-report/top-20-orphan-drugs-by-2018

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