

# Patient Insights

*Analyzing healthcare utilization to assess market opportunity*

## Medical claims data

All-Payer Medical Claims Data are critical in understanding healthcare utilization and payer penetration in a market, gaining insight into provider panels, and analyzing treatment pathways across all lines of business (LOB). Access to comprehensive, patient-level claims data enriches insights into conditions present in a population, procedures being performed and by which providers, and relative share of named active payers in a geography. IQVIA's All-Payer Medical Claims Data drives speed to insights for market assessment, tracking trends, physician targeting, and patient pathways.



BUSINESS USE	APPLICATIONS
<b>MARKET ASSESSMENT</b>	<ul style="list-style-type: none"> <li>• Size markets by pay type, LOB, diagnosis, or procedure</li> <li>• Quantify payer penetration</li> <li>• Identify and quantify market opportunity and relative market share</li> </ul>
<b>UTILIZATION TRENDS</b>	<ul style="list-style-type: none"> <li>• Monitor demand for services</li> <li>• Quantify disease burden and related procedures</li> <li>• Identify new payer or provider entrants in a market</li> </ul>
<b>PHYSICIAN TARGETING</b>	<ul style="list-style-type: none"> <li>• Identify providers treating target populations</li> <li>• Identify providers performing target procedures</li> <li>• Identify early adopter providers for new treatments</li> </ul>
<b>PATIENT PATHWAYS</b>	<ul style="list-style-type: none"> <li>• Assess comorbidity burden for target populations</li> <li>• Track shifts in place of service patterns</li> <li>• Support predictive analytic models and risk assessment</li> </ul>

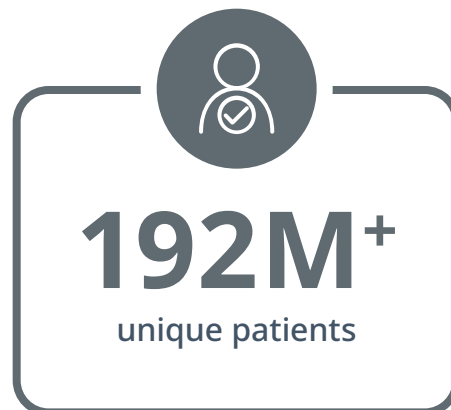
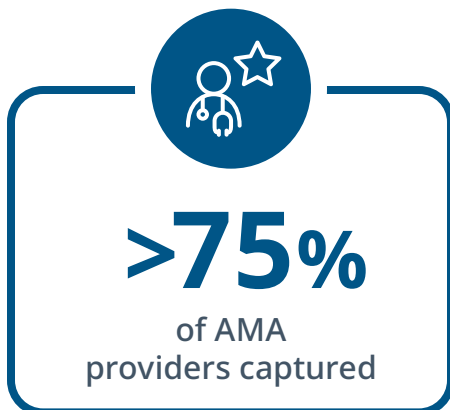
## Coverage and metrics

IQVIA's gold standard, All-Payer Medical Claims Database is both robust and geographically representative and provides granular insights to drive local-level analytics for all payers. With over 1.5B claims annually, this data is reported as observed trends or projected to represent national volumes.

### Key metrics include:

<b>PATIENT DEMOGRAPHICS</b>	<ul style="list-style-type: none"><li>• Age range and gender</li><li>• Geography (zip)</li></ul>
<b>TREATMENT</b>	<ul style="list-style-type: none"><li>• Diagnosis</li><li>• Procedure</li><li>• Office-based drug administrations</li></ul>
<b>PAYER</b>	<ul style="list-style-type: none"><li>• Named carrier</li><li>• Pay type / LOB</li></ul>
<b>PHYSICIAN</b>	<ul style="list-style-type: none"><li>• Rendering and billing provider</li><li>• Specialty and affiliation</li></ul>
<b>SITE OF SERVICE</b>	<ul style="list-style-type: none"><li>• Named facility for services rendered</li></ul>
<b>DELIVERY</b>	<ul style="list-style-type: none"><li>• Custom studies provide analytics to address unique client-defined business needs</li><li>• Transactional files deliver claim-level data</li><li>• Syndicated BI offerings</li></ul>

### Key statistics



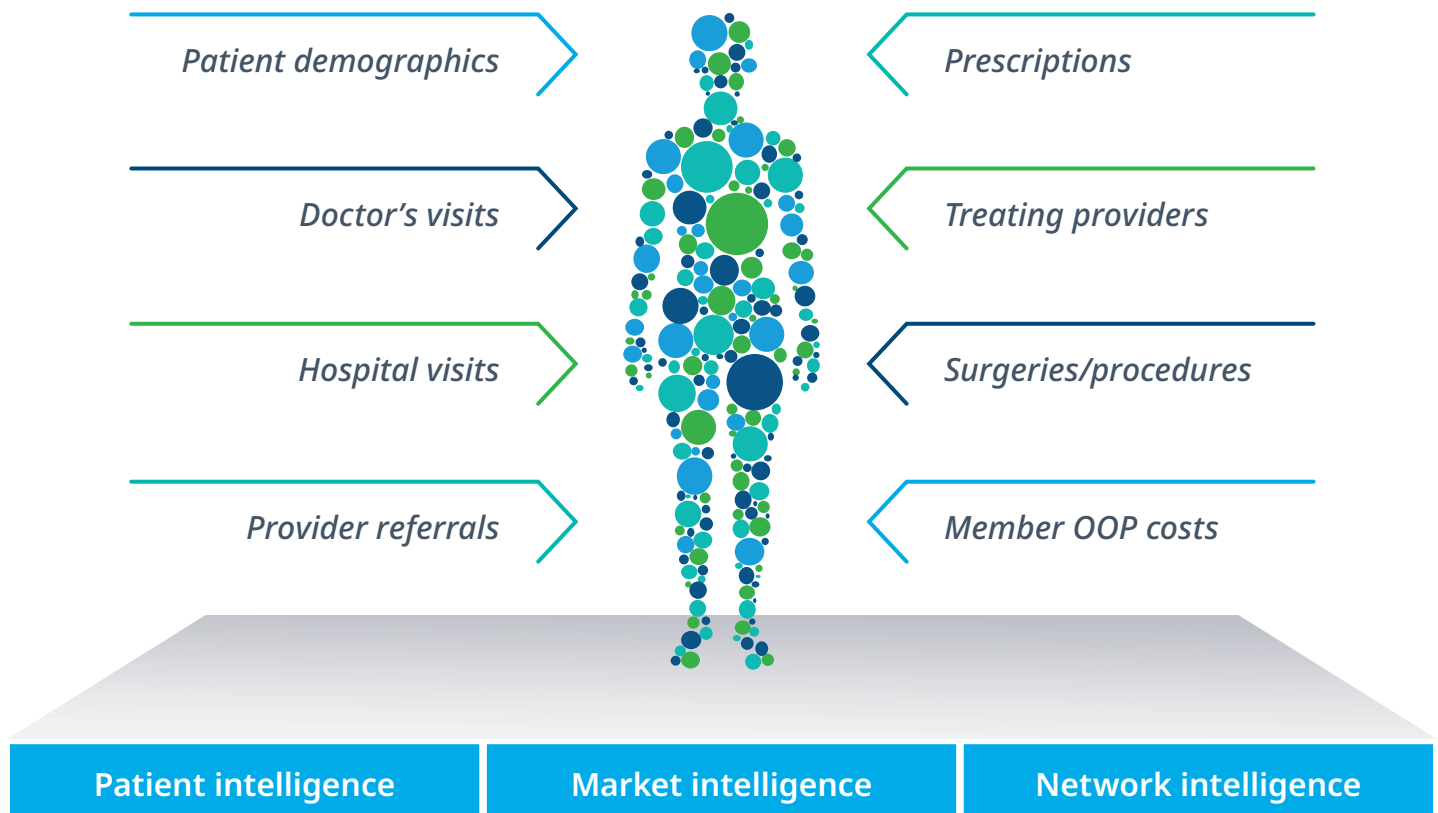
# Linkability

## UNDERSTANDING THE ENTIRE PATIENT HEALTHCARE JOURNEY

- By using de-identified Patient Keys, IQVIA is able to track patients' healthcare activity across entities and channels
- The view of the patients' activity can be expanded to see other healthcare behavior – such as visits to a hospital or physician's office – both before and after a pharmacy visit

## IQVIA's integrated patient approach to drive a comprehensive view

### ENRICHED MEDICAL CLAIMS ANALYTICS WITH PRESCRIPTION AND CONSUMER DEMOGRAPHIC INSIGHTS



Learn how the IQVIA Medical Claims Database can help you better understand and tune in to your patients' specific healthcare journeys. Contact a representative today.

# IQVIA Healthcare Solutions - The right data to make the right decisions

## WE COMBINE INDUSTRY, HEALTHCARE, AND TECHNOLOGY EXPERTISE TO SOLVE COMPLEX CLIENT PROBLEMS

The experts at IQVIA Healthcare Solutions integrate unmatched data, advanced analytics, and innovative technology to power better decision-making for transformational health outcomes and improved business results.

With more than 60 years of healthcare industry experience and partnerships with the largest payers, providers, and associations in the United States, IQVIA Healthcare Solutions is a vital partner for healthcare organizations looking to take their business performance to the next level.

We know healthcare and we understand payers' needs.

- We deliver end-to-end consulting and integration solutions to ensure that you have the data, analytics, and technology you need for a true competitive advantage.
- We customize delivery of these powerful tools in the format of your organization's choice.

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