



MARKETSCAN RESEARCH DATABASES

Use real-world  
healthcare data to  
analyze utilization  
patterns and costs

## An independent source of comparative healthcare data to help you:

- Gain a more accurate representation of your commercial, under age 65 population using negotiated contract reimbursement rates (allowed instead of billed or Medicare rates)
- Follow patients through the continuum of care through longitudinal patient-level data
- Retain patients when they switch health plans with data from multiple sources
- Design benefit and treatment plans that reflect the continuum of care

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### HIGHLIGHTS



Over 293 million unique patients



Broad geographic coverage



Custom norms and benchmarks with wide market acceptance



Proprietary Services Categories methodology groups healthcare services into predefined buckets for comprehensive cost and utilization analytics



Rising costs, increasing competition and a dynamic regulatory environment can create new challenges for healthcare payers.

The MarketScan® Research Databases provide a comprehensive data set that is strong longitudinally, detailed at the patient-level, and reflective of the continuum of care. The databases were designed to make it easy to use real-world data to analyze utilization patterns and cost.

**MarketScan can help you conduct thorough comparative analyses with:**

- Data tracking of patients over several years and across multiple health plans
- Diverse data sources including employers, health plans and government agencies
- In-depth, patient-level detail linked by unique security-rich, privacy-protected identifiers to support consistency across services
- Integrated treatment and plan design reflecting the complexity of healthcare delivery

**The information provided by MarketScan can be utilized by multiple departments, including:**

- Benefits departments
- Employee benefits consultants, actuaries or brokers
- Network development/provider contracting
- Medical informatics/economics
- Data management
- Group account management
- Patient advocate firms

**Support for informed, evidence-based decisions**

To help you formulate answers to your specific business questions, we can tailor a solution designed to meet your needs and budget. Options include custom benchmark measures by industry, geographic location and/or medical procedures.

**Commercial Database**

Consists of medical and drug data from employers and health plans for several million individuals annually, encompassing employees, their spouses and dependents who are covered by employer-sponsored private health insurance in the US.

**Multi-State Medicaid Database**

Contains the medical, surgical and prescription drug experience of millions of enrollees from multiple states, including records of inpatient services and admissions, outpatient services and prescription drugs.

**Medicare Database**

Includes the employer-paid portion and out-of-pocket patient expenses for both Advantage and Supplement plans, as well as the Medicare-covered portion of payment (represented as Coordination of Benefits Amount, or COB) for Supplement plans.

**Health and Productivity Management (HPM) Database**

Links data on workplace absence, short- and long-term disability, and workers' compensation with medical/surgical claims and outpatient drug data.

**Benefit Plan Design (BPD) Database**

Contains detailed information about benefit plan characteristics for a subset of the health plans represented in the MarketScan Commercial and MarketScan Medicare Supplemental Databases.

**Lab Results Database**

Links outpatient drug data with enrollment and laboratory test results.

**Health Risk Assessment (HRA) Database**

Provides a claims-HRA linked data set of specialized data to evaluate the contribution of patient behaviors to health outcomes – including self-reported data on clinical variables that may otherwise be unavailable.

**Dental Database**

Integrates medical, drug and dental databases to help researchers investigate relationships between dental care, use of pharmaceuticals for oral health and medical conditions.

**Mortality Database**

Integrates death information with enrollment and claims data, supporting mortality outcome studies, including safety, effectiveness, healthcare evaluation, and population health trends.

## Flexibility of Deployment

Customers can access MarketScan benchmarking data in several ways:

- Health Insights:** We embed pre-defined benchmarks right into Health Insights dashboards.
- Custom norms:** Client-specific norms that can be created by Truven for ad hoc delivery or embedded into Health Insights.
- MarketScan WorkSpace:** A cloud-based platform supported by Snowflake that provides quick and easy access to MarketScan data for download into a client environment or to work with directly within WorkSpace.
- Treatment Pathways:** A visual interface into MarketScan data that allows users to follow patients forward and backward in time throughout their courses of treatment.
- Reimbursement Benchmarks:** Delivers highly specific reimbursement estimates that payers can use to help manage rates and negotiate contracts. Qualifying Payment Amount (QPA) version also available.

## A few of the diverse applications of MarketScan data

### **Fee-schedule comparative information**

Determine an effective way to develop reimbursement schemes designed to be fair and equitable to providers while enabling better management of premiums.

### **Chronic condition benchmarking report**

Learn what others are doing to assist in managing chronic conditions and exhibit your success stories to your stakeholders.

### **Outpatient high-cost services profiling analysis**

Discover what the national norms are and determine the steps to revise provider rates, institute vendor management programs and encourage subscribers to utilize care more effectively.

### **Evaluation of alternative plan models**

See what the trends are nationally for HDHPs, CDHPs, HSAs and other initiatives to help position your business for these enhanced designs.

### **Plan benchmarking**

Compare your plan cost and utilization pattern to similar firms by industry, geography or member demographics.

### **Create predictive models and analytic methodologies**

A robust data set is needed to build, test and validate analytic and predictive models. Payers need to equip their science teams with the right data assets to accelerate targeted model creation and impact.



## Learn more

For more information on how MarketScan data sets can enhance your organization's healthcare analytic insights, [visit our website](#) or [schedule a consultation](#) with a MarketScan expert.

## About MarketScan

MarketScan by Merative provides deidentified, longitudinal, patient-level closed claims and specialty data for 293M+ patients sourced directly from a diverse pool of payers. Industry-leading researchers rely on MarketScan to derive valuable insights pertaining to health economics and outcomes research, treatment patterns, and disease progression across the industry resulting in more than 4,500 peer-reviewed manuscripts.

Learn more at [merative.com/real-world-evidence](https://merative.com/real-world-evidence)

## About Merative

Merative provides data, analytics, and software for healthcare and government social services. With focused innovation and deep expertise, Merative works with providers, employers, health plans, governments, and life sciences companies to drive real progress. Merative helps clients orient information and insights around the people they serve to improve decision-making and performance.

Learn more at [merative.com](https://merative.com)

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