



Real-world evidence solutions for life sciences

How leveraging data, analytics, and services can
help you define the market for and demonstrate the
value of your treatment

Every day, people make critical decisions about your product that affect its commercial potential

From your earliest commercialization discussions through post-launch marketing surveillance, we can help you garner the scientific evidence needed to define market opportunities and demonstrate therapeutic and economic value.

Combining our experience in conducting healthcare research and managing large data sets, Merative™ is well-positioned to provide life sciences organizations with multi-parametric clinical and claims data, analytic tools, outcomes research, market analytics, and value demonstration services.

You have the opportunity to work with a team that knows your products, therapeutic areas, and markets – whether global or

local. We are an objective, third-party organization comprised of innovative thinkers with decades of technical expertise to help you generate and present key insights to your target audiences.

Our researchers and databases are synonymous with high-quality pre- and post-market outcomes research and market analytics. While we keenly understand the complexity of using US administrative data to demonstrate product value because we build and link these data sets, we also have access to and experience with international data.

Our proprietary real-world data includes:

- Merative Research Databases
 - Commercial, Medicare, and Medicaid claims
 - Health and productivity
 - Health risk assessment
 - Lab results
 - Dental
 - Benefit plan design
 - Hospital drugs
 - Weather
- Merative MarketScan Clinical Delivered
- Merative MarketScan Explorys Claims-EMR Data Set

Our services include:

- Health economics and outcomes research
 - Burden of illness
 - Natural history of disease
 - Treatment patterns
 - Direct and indirect cost analyses
 - External control arm studies
- Market analytics
 - Market size, share, and segmentation
 - Adherence, switching, concomitant therapy patient flow
 - Disease prevalence
 - Facility targeting
- Value demonstration
 - Literature reviews
 - Economic modeling
 - Dossiers

Our analytics tools include:

- Merative MarketScan Treatment Pathways
- Merative MarketScan Inpatient View
- Merative MarketScan Outpatient View
- Merative Facility Targeting Reports

Real-world data

We offer direct-access to the Merative MarketScan Research Databases, Merative™ Explorys Therapeutic Datasets Delivered, and the Merative MarketScan Explorys Claims-EMR Data Set for your use in performing analyses.

Potential use cases for these data include:

- Understanding treatment adherence
- Exploring market dynamics
- Testing business assumptions
- Supporting outcomes analytics and quality-of-life modeling
- Outcomes-based contracting analyses
- Analyzing direct and indirect costs of care
- Enhanced clinical trial planning
- Product launch monitoring
- Post-marketing surveillance

Merative MarketScan Research Databases

The family of MarketScan Research Databases is one of the largest of its kind in the industry, with data on over 265 million unique patients since 1995. Data are characterized by strong longitudinal integrity, depth of clinical detail, and unique data elements that address laboratory test results, dental care, hospital drugs, clinical data, health and productivity data, self-reported health risks, and benefit plan design information.

- Merative MarketScan Commercial Database
- Merative MarketScan Medicare Supplemental Database
- Merative MarketScan Multi-State Medicaid Database
- Merative MarketScan Health and Productivity Management Database
- Merative MarketScan Lab Results Database
- Merative MarketScan Dental Database
- Merative MarketScan Benefit Plan Design Database
- Merative MarketScan Health Risk Assessment Database
- Merative MarketScan Hospital Drug Database
- Merative MarketScan Inpatient Drug Linked Data Set
- Merative MarketScan Weather Database

Merative Explorys EHR Database

The Explorys Therapeutic Datasets Delivered include de-identified, EHR-sourced data for over 53 million unique US patients for conducting deep retrospective research studies. They are hosted in your own US-based data center, providing the flexibility to analyze them with your choice of tools. The Explorys data are known for their longitudinality, representativeness, clinical detail, and use in thousands of studies over the course of the last 11 years. They can be used to analyze disease and treatment patterns, explore outcomes, and identify gaps and opportunities related to your treatments/products.

Merative MarketScan Explorys Claims-EMR Data Set

The Merative MarketScan® Explorys® Claims-EMR Data Set (delivered) provides longitudinal, research-ready, patient-level linked claims and EMR data when you need to conduct research studies that involve both clinical and cost information. The most common study types conducted with this data include medication adherence, treatment patterns, prescription vs. dispensing, and effectiveness investigations.



Services

Enhance your market characterization and treatment value demonstration strategies by working with our 80+ researchers and data scientists. Our customizable, collaborative research approach can help you meet your unique research needs across a variety of therapeutic areas, markets, and study designs. Our researchers can help you develop credible evidence and insights using rich global data, rigorous study design, and advanced methodologies.

Outcomes research services

For decades, Merative researchers have been consulting, collaborating, and executing on pre- and post-launch health economics and outcomes research agendas. We can support your research goals through a variety of study designs, including:

- Burden of illness
- Natural history of disease
- Treatment pattern analysis
- Direct and indirect cost analyses
- Adherence
- Comparative effectiveness
- Treatment drivers
- Impact of pharmacy benefit tiers on medication use
- Cost sharing and value-based insurance design
- Adverse events and surveillance analysis
- External control arms

We understand the complexity of using claims and EHR data to demonstrate the value of a product. Our rigorous studies analyze treatment patterns and health outcomes using data from everyday clinical practice to help you understand gaps in care and help payers make important decisions about your product's value.

Our ability to link a variety of patient-level databases further enhances our capacity to uncover crucial insights to support your value demonstration efforts. We have been on the forefront of linking clinical data to de-identified patient-level administrative claims to increase the comprehensiveness of the data we use for our studies. We can also link the MarketScan Research Databases with large, integrated formulary databases to help you better understand the impact of patient access on treatment patterns.

We have conducted numerous health economics and outcomes research studies in the areas of oncology, autoimmune disorders, infectious disease, and rare disease. Our team understands the underlying diseases and how to evaluate the efficacy and value of treatments using a variety of data sources.

Market analytics services

Our market analytics team can work with you to characterize the potential market for your treatment and forecast demand. Leveraging our proprietary real-world evidence and specialized experience in analytics and insights, we can help you quantify and characterize your market. We specialize in pre- and post-market study types including:

- Market size, share, and segmentation
- Adherence, switching, concomitant therapy patient flow
- Disease prevalence
- Facility targeting

Value demonstration and market access services

We can support your value demonstration efforts throughout the life cycle of your product, from early pre-launch commercial planning all through ongoing post-launch commercialization and marketing. Our global value experts provide a range of services designed to help you demonstrate your product's value, including:

- Literature reviews
- Economic modeling
- Global and country-specific dossiers
- Observational studies
- Evidence generation planning



Analytic tools

Our proprietary analytic tools are available for your direct use through licensing arrangements. We help researchers work faster and smarter by integrating and pre-summarizing data through the following online interfaces:

Merative MarketScan Treatment Pathways

MarketScan Treatment Pathways is an intuitively designed tool for conducting cross-sectional and longitudinal disease and treatment pattern analyses. It provides descriptive reporting of healthcare data and can help you complete studies or portions of study work without the need for data intake, software, or custom programming.

Merative MarketScan Inpatient and Outpatient View

The MarketScan Inpatient and Outpatient View online tools provide top-line market sizing for drugs and devices used in inpatient and outpatient facilities in the US. To define the unmet need your product fulfills, we segment the market by meaningful characteristics for your specific product, such as:

- Procedure volume
- Diagnosis volume
- Episode-of-care characteristics
- Patient type

Merative Facility Targeting Reports

For sales force targeting, knowing the relationships between physicians and facilities within targeted geographies can be critical to proving the value of your product to the most relevant and influential provider stakeholders. Using unique data assets, we can combine hospital and ambulatory surgery center diagnosis and procedure volumes with comprehensive physician affiliation data to help provide you with deep insight into physician and facility drivers in the US geographic markets that you specify.

Learn more

Visit our [website](#) or [schedule](#) time with us to talk about how Health Insights can help you transform your benefits program

About Merative

Merative is a data, analytics and technology partner for the health industry, including providers, payers, life sciences companies and governments. With trusted technology and human expertise, Merative works with clients to drive real progress. Merative helps clients reassemble information and insights around the people they serve to improve healthcare delivery, decision making and performance. Merative, formerly IBM Watson Health, became a new standalone company as part of Francisco Partners in 2022. Learn more at merative.com.

© Copyright Merative 2022

Merative
100 Phoenix Drive
Ann Arbor, MI 48108

Produced in the United States of America, June 2022.

Merative, the Merative logo, and merative.com are trademarks of Merative, registered in many jurisdictions worldwide. Other product and service names might be trademarks of Merative or other companies. The performance data and client examples cited are presented for illustrative purposes only. Actual performance results may vary depending on specific configurations and operating conditions. THE INFORMATION IN THIS DOCUMENT IS PROVIDED "AS IS" WITHOUT ANY WARRANTY, EXPRESS OR IMPLIED, INCLUDING WITHOUT ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND ANY WARRANTY OR CONDITION OF NON-INFRINGEMENT. Merative products are warranted according to the terms and conditions of the agreements under which they are provided.

