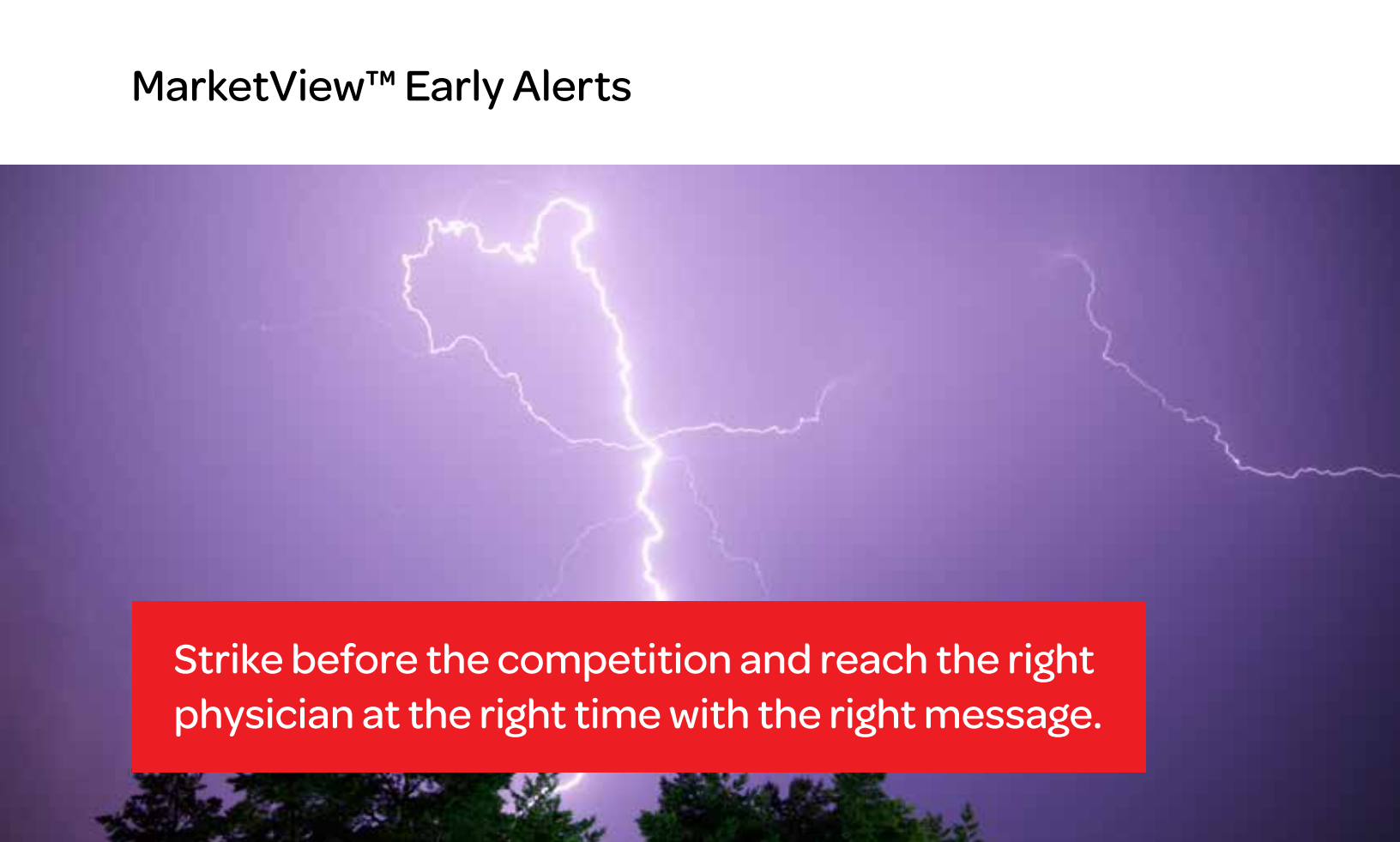




Strike before the competition and reach the right physician at the right time with the right message.

The climate is fierce for life sciences organizations, with highly aggressive competition in volatile environments. Thus, their success often is found in being in the right place at the right time to influence a treatment decision.

In order to stay ahead of the competition, many life sciences companies are using medical claims data. This data, while rich in information, medical claims can be outdated and inadequate in driving timely business decision making.

This is changing. As health care technology continues to evolve, medical claims data is becoming more quickly available, opening a door to new and innovative ways of using daily and weekly claims feeds to derive key insights

MarketView Early Alerts from LexisNexis® Health Care helps life sciences organizations narrow their focus to high-value targets and accurately assess and quantify opportunities, for better strategic targeting and sales execution.

A New View

A leader in this transition is MarketView Early Alerts from LexisNexis. This powerful solution leverages the industry's leading provider information database and proprietary analytics to analyze provider claims, referral patterns and affiliations and deliver deep intelligence to biotech, pharmaceutical, medical device and health care organizations.

Leveraging millions of medical claims, MarketView Early Alerts enables users to:

- **Target** high-value practitioners and facilities
- **View** by diagnoses, procedures, treatments and patient volumes
- **Analyze** the influence of integrated delivery networks and health systems
- **Identify** and monitor key opinion leaders.
- **Track** market trends



A Faster Pace

MarketView Early Alerts enables precision timing and delivers a powerful competitive advantage by speeding up the process to educate and influence physicians before a treatment decision has been made. Through an early notification process based on medical claims data, life science businesses can get real-time alerts on newly diagnosed patients that can be pre-configured based on defined diagnoses to align with physician targets. Available payer information helps quantify patient access, and early notice allows action in the window of opportunity between diagnosis and treatment decision.

Just one such opportunity can be worth hundreds of thousands of dollars.

A Case in Point

In a recent pilot study, a pharmaceutical company gained a competitive advantage in an infused therapy with near real-time medical claims data. The test case involved a high-cost drug regimen for a rare disease. The challenge posed was pinpointing physicians who regularly diagnose and treat patients with the illness.

For More Information

Call 866.396.7703 or
email healthcare@lexisnexis.com or
visit www.lexisnexis.com/risk/healthcare

About LexisNexis® Risk Solutions

LexisNexis Risk Solutions (www.lexisnexis.com/risk/) is a leader in providing essential information that helps customers across industries and government predict, assess and manage risk. Combining cutting-edge technology, unique data and advanced analytics, 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 Reed Elsevier, a leading global provider of professional information solutions across a number of sectors. Our health care solutions assist payers, providers and integrators with ensuring appropriate access to health care data and programs, enhancing disease management contact ratios, improving operational processes, and proactively combating fraud, waste and abuse across the continuum.



Health Care

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Among results of the 12-week pilot program:

- MarketView Early Alerts identified new healthcare professional (HCP) targets previously not identified by the organization
- The company's sales force was able to positively impact physician brand choice
- Among called HCPs, a continued increase in patient diagnosis was seen after the pilot
- Continued effects of the program were seen in claims activity months beyond the initial evaluation period

"We usually blindly go in offices and ask about hypothetical patients they may identify. This program lets you know a patient was diagnosed; it's good to be able to call on the physician with that information".

– Pilot participant

A Rapid Approach to Success

Providing the most comprehensive claims data, accessible more quickly than ever, LexisNexis helps marketing and sales teams reach the right physician at the right time with the right message – ahead of the competition.