

## Claims Data Analytics. Now Available for Pipeline Brands.

Claims data analysis has long been the provenance of well-funded, in-line brands. However, circa 2017, we are pleased to announce that this powerful resource is now available to pre-commercial brands as well. Here's how new technological advances and new data vendors have expanded the ways we can use claims data analytics.

### Historical claims data applications

Over the past 8-10 years, many commercial applications for claims data analytics have emerged, including:

-  Estimate sales by indication
-  Creating patient/physician mix segment (e.g., these 500 HCPs use Product X to treat "severe" patients)
-  Elucidating the patient journey - and alternate journeys that some patients may take
-  Measuring compliance and other patient utilization patterns (e.g., "one and done")
-  Referral & treatment patterns
-  Cost impact - Payer influence on the patient journey and behavioral implications on patient OOP cost

### Democratizing access to claims

With modern tools, Qral Group's analysts work on-site with our clients to demonstrate the power and value of these data sources.



**Data Management:** Alteryx enables users to build repeatable workflows to prepare, blend, and analyze hundreds of millions of records on a laptop in just days (not weeks/months), share insights with commercial teams, and rapidly refine/iterate.



**Data Visualization:** Tableau and MS Power BI have the capacity to view the data and create calculated fields. An initial, powerful first step to realize this concept is through a "virtual chart audits" which allows business leaders to look at individual patient journeys, debate, and answer long-standing questions.

### Add breadth with non-traditional data sources

Qral Group has found that there are quicker and cheaper alternatives to complement the depth of claims data for a specific market with broad population health data; modern and broadly available "fuzzy match" algorithms enable us to achieve match rates well in excess of 90%.

**Case study:** Qral Group built micro-targeted patient identification models using third party claims data and our database of Public Use data. For an ultra-orphan condition with prevalence of 1 in 50,000, the project identified >20 markers for population segments with expected prevalence of 1 in 40 to 1 in 100.

Interested in learning more? Please feel free to contact one of us to walk through a case study.



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