



Follow patient journeys with Market Clarity™ integrated real-world data

Answer tough questions and illuminate new possibilities

When you're equipped with the right real-world data (RWD), your analyses can drive actions that give your organization an edge. Data-driven insights can help you optimize your portfolio and catalyze innovation. They can also help you refine clinical development strategies, monitor product safety and drive commercial growth.

Traditional RWD sources, like medical and pharmacy claims or electronic health records (EHRs), each only tell part of the story. To capture a fuller view of the market and the diverse patient journeys that comprise it, you need data that integrate an individual's health history with their utilization, adherence and the costs associated with their care.

That's where Optum® Market Clarity™ data come in. You can unlock insights from one of the industry's largest and most trusted repositories of de-identified clinical and multi-payer claims data, with the confidence that comes from our commitment to security and unsurpassed support.

Unlike other companies that piecemeal together data from various vendors to create an integrated data asset, our data set is available to license today for faster impact. In addition, we can safely and securely link de-identified external data to Market Clarity data.

The deterministically linked data come from:

- EHR data sourced from major health systems and physician practices
- Claims data sourced from a large national payer and additional third-party payers (including lives from commercial, Medicare and Medicaid plans)

Unparalleled scale, scope, security and support



Scale

Longitudinal: Market Clarity data date back to 2007.

Consistent: All lives include clinical details as well as medical and/or pharmacy claims in same time period.



Scope

Pan-therapeutic: The data set captures patient journeys across sites of care and specialties.

Payer-agnostic: Multi-payer claims allow for greater patient coverage.



Security

Trusted: Optum is part of a Fortune 4 company with high ethical and privacy standards.

Deterministically linked: Linkage process instills confidence that patient records align across sites of care.



Support

Dedicated analytics experts: All RWD licensees have access to client services teams to help them get the most out of their data investments.

Leverage our analysis-ready, de-identified, Market Clarity data to:

- Generate market analyses: Assess data to determine market attractiveness, identify priority growth areas and develop targeted messaging.
- Assess barriers to care: Uncover gaps in care, unmet medical needs and barriers to adherence or access.
- Inform development strategy: Use data to understand patient journeys and burden of disease in ways that can inform appropriate clinical trial design and endpoints.
- Carry out comparative effectiveness studies: Conduct database cohort studies and longitudinal journey by treatment, long-term patient outcomes and disease risk studies.
- Perform post-market surveillance: Detect signals in retrospective data and generate evidence to submit to regulatory authorities
- Conduct drug adherence studies: Analyze adherence, nonadherence and identify switching triggers.

Enhance your research and analysis

Market Clarity includes cost and clinical details from both structured and unstructured fields, including:



Cost information



Enrollment information



Signs and symptoms



Provider specialty



Laboratory results



Diagnoses



Medications



Clinical notes

Tap into our expertise

Your researchers aren't alone. Our data scientists and analytics staff are here to help you navigate Market Clarity data and get the most out of your investment.

For additional support, partner with our dedicated researchers to help your organization answer questions in your therapeutic area of focus and uncover insights specific to a certain point in the product lifecycle.

- Health economics and outcomes research (HEOR)
- Epidemiology and post-approval safety studies
- Commercial analytics and market access

82M+

unique patient lives

17+

years of longitudinal patient data

24%

percentage of patients with 3+ years of claims and clinical data overlap

From data to insight to action, we catalyze innovation and commercial impact to help you connect the dots.

Contact us to learn more about Optum Market Clarity data at optum.com/life-sciences.

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