Optum

Gain a truer picture of disease prevalence

The more precisely you understand the possibility, prevalence and severity of a given disease within a geographic area, the stronger your opportunities to build provider relationships, penetrate the market and demonstrate value. With Optum® Enlighten, you get the insights you need to make a difference.

Advanced analytics and predictive modeling

Optum Enlighten is a groundbreaking pharma intelligence platform that uses machine learning and clinical rules to identify populations — all the way down to the ZIP3 level — that match your drug's eligibility requirements.

Such specific views allow you to target your sales strategy, engage individual providers and understand your current and future markets.

Here's how it works:

1 **Stratify with specificity –** Stratify medical and prescription claims data of more than 30 million real-world lives — including diagnoses, procedures and labs — to spot disease prevalence

2 **Identify relevant patient cohorts –** Using more than 60 predictive models and 200 rules, find patient cohorts suspected of having the disease you're targeting
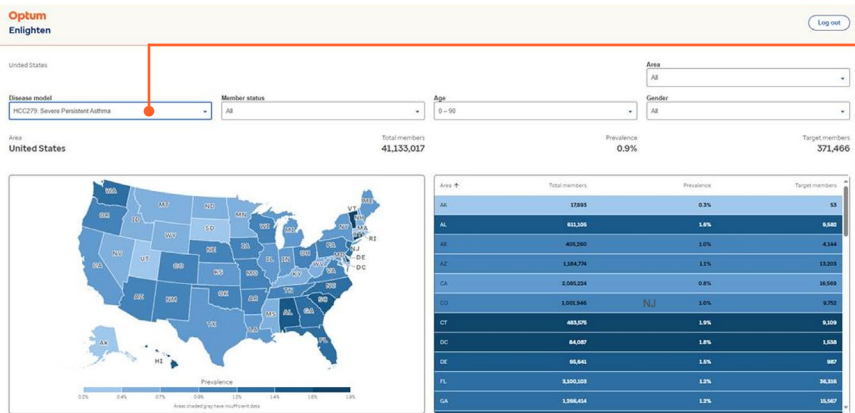
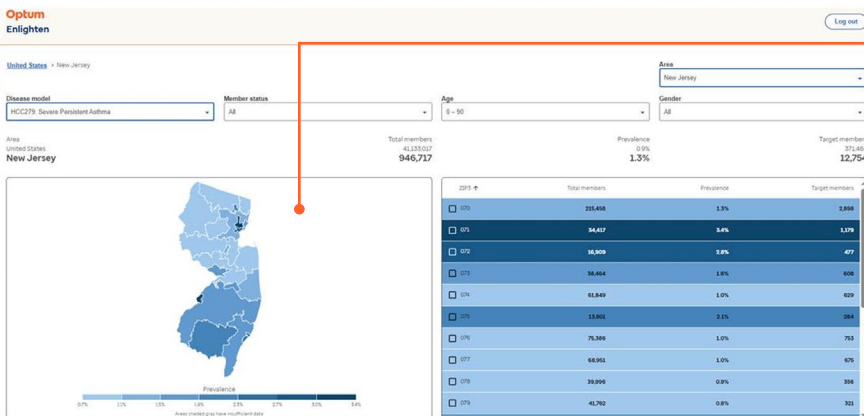**3** **Narrow further –** Drill further to the ZIP3 level, enabling you to sharpen your sales strategy

A closer look: severe asthma

Asthma prevalence in the United States

To find candidates for your drug, simply select the relevant disease or condition, along with the stratification criteria. In this asthma example, we can stratify from 10 filters.

Asthma prevalence in New Jersey

Zooming in to a high-prevalence state like New Jersey, we can find a ZIP3-based target population, along with their providers.

Applications and outcomes

Using linked, medical and prescription data sets, Enlighten can help you get the insight you need to:

- Identify with greater precision populations who are eligible for your drug, even accounting for undocumented conditions, prescription history and auxiliary health concerns
- Understand obstacles preventing members from getting diagnosed
- View the current and future market size of drugs to targeted sub-populations of members, geographic regions and providers
- Use resources more efficiently by prioritizing locations and providers with access to potential consumers

About Optum

We're evolving health care so everyone can have the opportunity to live their healthiest life. Together, for better health.

Get started
To learn more about Enlighten, contact **enlightensupport@optum.com.**

1. While the model will predict a diagnosis, it still falls solely on the provider to make this diagnosis.

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