BIG DATA
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Demonstrate Medical Product Value Through Real-World Evidence

The medical device marketplace is shifting rapidly, presenting external and internal challenges:

- **Market access strategies** must account for value analysis committees and payors. Data justifies price and substantiates clinical and economic outcomes.

- **Regulatory bodies** are demanding real-world evidence. The European Union Medical Devices Regulation requires real-world evidence (from U.S. and other markets) to demonstrate safety.

- **Clinical trial costs** and competition are rising. Choosing which therapeutic areas to concentrate on and quickly demonstrate need and efficacy improves speed to market.

- **Sales resources** are expensive and must be rationalized to meet clinical and patient demand.

Healthcare data, analytics, and artificial intelligence present a vast horizon of opportunity for medical device manufacturers, but few have the experience and tools to make full use of its potential.

Data and analytics can:

- Demonstrate the real-world cost-benefit of your product for specific patient cohorts, longitudinally, to support value-based contracting arrangements.

- Define and communicate device performance for specific patient populations over time.

- Support post-market surveillance.

- Identify the right patients to recruit for clinical trials, rapidly completing enrollment and bringing products to market faster.

- Deploy expensive sales resources to efficiently match demand.

- Help government and commercial payors see the value associated with covering your products.

- Justify pricing decisions.

Big data and analytics will transform every function in your company, boosting overall profitability.

The Best Source of Real-World Data on the Market

We offer the nation's largest, most uniform, and most current data set of medical and pharmacy healthcare claims from 180 million+ Americans, with precision to every U.S. ZIP code.

Our team of analytics experts have an extensive background in the medical device industry and can quickly assess your goals and competitive situation. Steeped in the payor world, our reimbursement veterans can design studies to best demonstrate outcomes and value.

We build market assessments, comparative studies, trending analyses, predictive analytic models, and research-driven medical communications.

Powerful Data for Optimal Results

Our database is more accurate, more extensive, and more timely than any other healthcare claims database available. Unlike other datasets, our data includes commercially insured as well as Medicare-covered individuals and is refreshed every 30 days.

Comprehensive
Our database covers every five-digit ZIP code in the U.S.

Multi-dimensional
Analysis groups can be defined by many dimensions, such as diagnoses, procedures, prescriptions, Standard Industrial Classification, age bands, gender, geographic regions, National Provider Identifiers, and product types. We can isolate unique medical device product codes.

High quality
Our data undergoes four levels of certification, including an independent external actuarial review.

Continuous
Our database has the industry's highest rate of continuous enrollment from the original index date.

Uniform and consistent
Our data contributors utilize a common data model, along with common formats and definitions.

Timely
Our database is updated monthly, making it the most frequently refreshed dataset available.

About Blue Health Intelligence®

Leveraging the power of claims data from more than 180+ million commercially-insured Americans with precision in every U.S. ZIP code, Blue Health Intelligence (BHI) delivers insights that empower healthcare organizations to improve patient care, reduce costs, and optimize performance. With the largest, most up-to-date, and uniform data set in healthcare, BHI provides an accurate representation of the health profile of commercially insured Americans. Blue Health Intelligence is an independent licensee of the Blue Cross Blue Shield Association and carries the trade name of Health Intelligence Company, LLC.

For more information, visit www.bluehealthintelligence.com.