

# Real-World Data

## POWERING INSIGHTS FOR MEDICAL DEVICE ORGANIZATIONS

Healthcare continues to evolve at a rapid rate. As medical device organizations face increasingly complex healthcare challenges, driving effective healthcare services, research, economic studies, and product innovation rely on access to quality, real-world data (RWD).

With the most current and conformed data across commercially insured Americans, Blue Health Intelligence® (BHI®) provides the RWD you need to:

- Drive market access strategies through HEOR
- Meet regulations that demand real-world evidence
- Incorporate SDOH into your business processes
- · Support sales resources to align with clinical and patient demand

## Imagine the possibilities

Our database is more accurate, extensive, and timely than any other healthcare claims database available. We offer the most up-to-date longitudinal data spanning the continuum of care: closed medical and prescription drugs claims associated with over 230 million unique individuals. Using data drawn from fully adjudicated claims eliminates the discrepancies, formatting issues, and reliability concerns of multiple-vendor solutions so you can enhance your treatment effectiveness.

## With BHI, you can:



## Gain market intelligence to show value faster

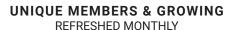
- Access uniform data comprised of all contributors to the ecosystem
- Get insights into the longitudinal impact of treatments for real-world outcomes



## Fuel product discovery, development, and success

- Research, develop, and launch armed with deeper insights into complex patient pathways and behaviors
- Show optimized treatment and benefit attributes, including effectiveness in diverse populations







CLAIMS & CLIMBING
COVERING EVERY 3-DIGIT ZIP IN U.S.



YEARS OF LONGITUDINAL DATA
CONFORMED UNIFORMLY

## Deeper, Trusted Views into the Healthcare Ecosystem

Our insights leverage the nation's most robust database of current, conformed, and continuous healthcare claims for discovering opportunities in healthcare and driving business growth.



## Size Opportunities, Patient Populations, and Markets

- Demonstrate the real-world cost-benefit of your product for specific patient cohorts, longitudinally, to support valuebased contracting arrangements
- Define and communicate device performance for specific patient populations over time



## **Optimize and Improve Efficiencies**

- Support post-market surveillance and justify pricing decisions
- Help government and commercial payers see the value associated with covering your products



#### Make Clinical Planning More Equitable

- Define and address healthcare issues (e.g. health equity, SDOH) to advance innovation and maximize impact
- · Help patients stay on their healthcare journeys

"BHI offered a strong,
robust set of claims data
that we used to operate at
a granular level. BHI has
core data elements that are
important to us:
a reliable substantial set of
claims data, uniquely tied
to provider IDs."

ROB METCALF CEO, CONCERT GENETICS



Are you using trusted real-world data to drive real-world evidence?

Contact BHI to optimize your commercial success.

Visit bluehealthintelligence.com or email info@bluehealthintelligence.com.