



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



230M+

UNIQUE MEMBERS & GROWING
REFRESHED MONTHLY



25B+

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



12+

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 value-based 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.