

Research as a care option: Benefits for providers, payers and life sciences

72M Americans will be over age 65 by 2030¹ and are expected to live **20+** more years,¹ with cancer and heart disease the leading two causes of death:¹ **27.7%** heart disease, **22.1%** cancer.

They will be demanding options **beyond usual and customary**, especially when it comes to cancer treatments.

7,000+ rare diseases² affect up to **30 million** Americans.²

5% have no approved treatments.³

They are often willing to try **new and off-label treatments** to remediate their symptoms.

1M+ Americans die of terminal illnesses every year.⁴ **<3 percent** of terminally ill patients gain access to clinical trials.⁴ **Only 1,200** patients a year are granted compassionate use exceptions.⁴

They deserve access to **investigational treatments** regardless of where they live.

Benefits for payers

- More treatment options; improved satisfaction with care
- Potential for improved patient outcomes at a good price (trial sponsor pays for treatment)
- More efficient delivery of care

Benefits for pharmaceutical companies

- Quicker recruitment and more streamlined data collection
- Gain speed to market over competitors



Benefits for providers

- Expands trial access to real-world patient populations
- Enables the community practice setting to become an essential investigational site
- Keeps patients local; not lost to university/medical center

Benefits for patients

- Ability to participate in clinical trials from the medical practice setting versus traveling to university/medical center
- Access to no-cost investigational treatment; possibly paid as research participant

4 ways research as a care option is changing the health care landscape



1 Access to the **newest therapies**



2 Access to **cutting-edge** research



3 Compression of the **treatment discovery cycle**



4 Localization of **research options**

By partnering with the Optum Digital Research Network you can:



Design pragmatic trials building from data elements known to be captured in the normal course of care and patient profiles available in the system



Locate research-ready patients by prescreening for eligibility through our proprietary 86M unique electronic health records (EHR)



Accelerate clinical trials through streaming EMR capture at preapproved site partners and an existing network of near real-time streaming EHR



Gain precision and predictability and redefine eSource by sourcing trial data directly from the EMR



1. Centers for Disease Control and Prevention. The state of aging and health in America 2013. Atlanta, GA: Centers for Disease Control and Prevention, U.S. Dept of Health and Human Services; 2013. PDF and interactive version available at www.cdc.gov/aging. Accessed 8/17/18.
 2. National Institutes of Health. FAQs about rare diseases. Available at: <https://rarediseases.info.nih.gov/diseases/pages/31/faqs-about-rare-diseases>. Accessed 8/20/18.
 3. Rare Disease Day. Available at: <http://rarediseaseday.us>. Accessed 7/23/18.
 4. Right To Try Act. FAQs. Available at: <http://righttostry.org/faq/>. Accessed 7/23/18.