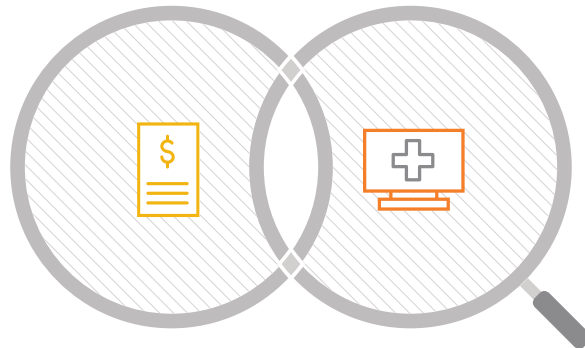# [Seeing the bigger picture]

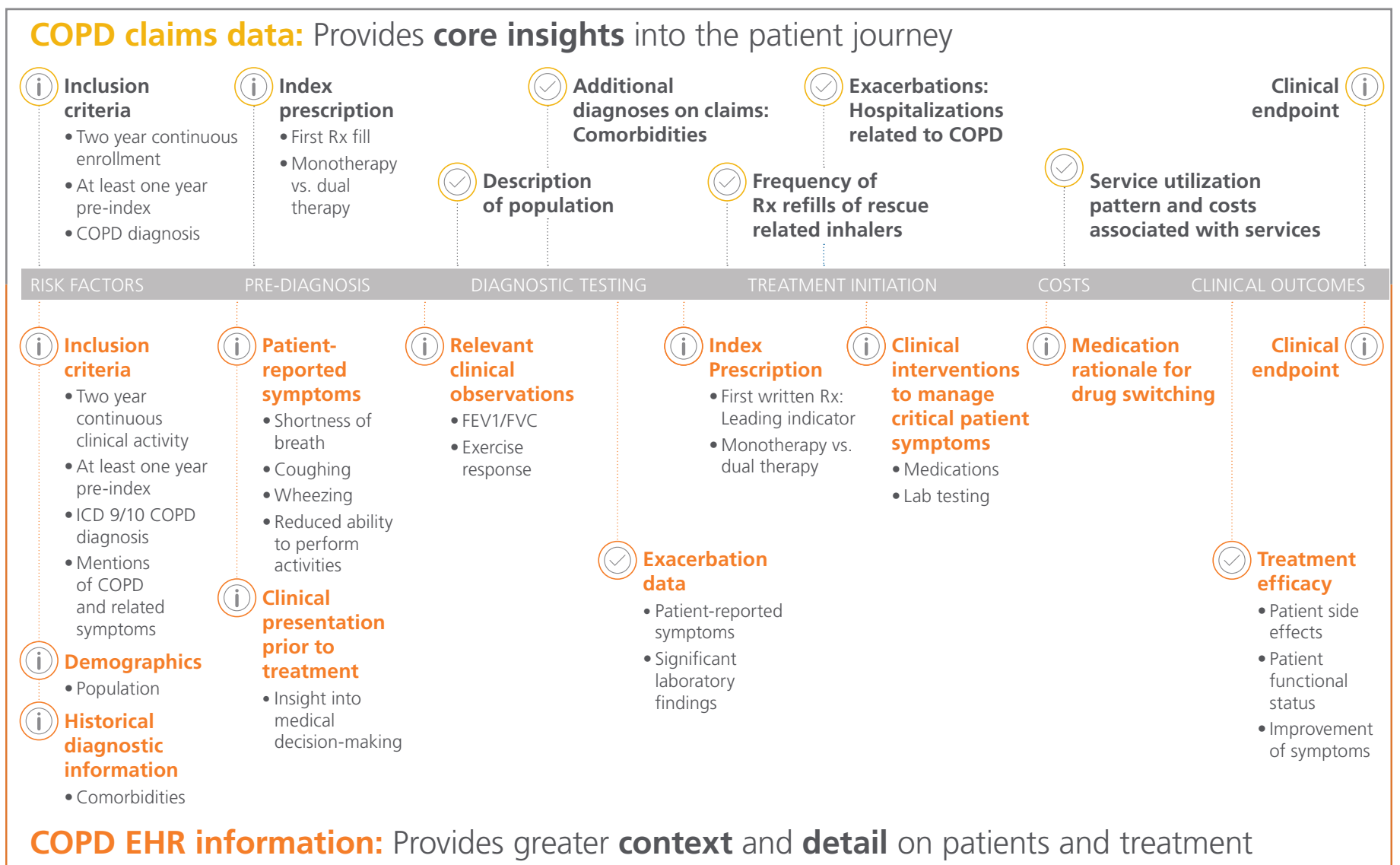## Why settle for less *than a* complete view?

Claims data works best in combination with EHR data for a more complete view of the patient journey

Claims data captures health care **cost** and **utilization** of health care services received

Adding **EHR** allows deeper insight through **lab results**, **patient-reported symptoms**, and **clinician decision making**

Let's look at COPD therapeutic area as an example

COPD claims data: Provides **core insights** into the patient journey

Inclusion criteria
- Two year continuous enrollment
- At least one year pre-index
- COPD diagnosis

Index prescription
- First Rx fill
- Monotherapy vs. dual therapy

Additional diagnoses on claims: Comorbidities

Description of population

Exacerbations: Hospitalizations related to COPD

Frequency of Rx refills of rescue related inhalers

Service utilization pattern and costs associated with services

Clinical endpoint

RISK FACTORS	PRE-DIAGNOSIS	DIAGNOSTIC TESTING	TREATMENT INITIATION	COSTS	CLINICAL OUTCOMES

Inclusion criteria
- Two year continuous clinical activity
- At least one year pre-index
- ICD 9/10 COPD diagnosis
- Mentions of COPD and related symptoms

Demographics
- Population

Historical diagnostic information
- Comorbidities

Patient-reported symptoms
- Shortness of breath
- Coughing
- Wheezing
- Reduced ability to perform activities

Clinical presentation prior to treatment
- Insight into medical decision-making

Relevant clinical observations
- FEV1/FVC
- Exercise response

Exacerbation data
- Patient-reported symptoms
- Significant laboratory findings

Index Prescription
- First written Rx: Leading indicator
- Monotherapy vs. dual therapy

Clinical interventions to manage critical patient symptoms
- Medications
- Lab testing

Medication rationale for drug switching

Clinical endpoint

Treatment efficacy
- Patient side effects
- Patient functional status
- Improvement of symptoms

COPD EHR information: Provides greater **context** and **detail** on patients and treatment

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Why settle for less *than a* complete view?

- Discover usable patients across all therapeutic areas
- Capture valuable context that ignites insights
- Exponentially expand your view propelled by a single identifier

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