

Clinformatics™ for Market Intelligence



Let a sharper view of today's market dynamics help you plan for tomorrow.

Optum[®] Clinformatics™ for Market Intelligence is a web-based market analysis tool that gives users convenient online access to de-identified patient-level data for a more precise understanding of any therapeutic market's key characteristics — vital information for biopharmaceutical firms managing a portfolio of life sciences products, or for venture capitalists, financial institutions or research organizations seeking insight for investment decisions or the pursuit of scientific and clinical goals.

By delivering specific market information about a disease, this innovative research instrument from Optum can help give you the clarity to drive sophisticated action plans with confidence.

Put powerful market insights at your fingertips.

Let Clinformatics for Market Intelligence help you quickly analyze the market so you can anticipate and adjust for the factors that impact product use and uptake. Then leverage this intelligence to develop a faster, more complete understanding of a market before entering it, or to gain deeper insight into your existing therapeutic markets.

This powerful market analysis tool produces information based on de-identified patient-level data vs. survey-based data for greater accuracy, supported by diagnostic history and sociodemographic data for correlation to utilization behaviors.

Gain a more precise understanding of a therapeutic market's key characteristics — and with it, the clarity to drive sophisticated action plans with confidence.

Understand the market drivers that affect your products and your competitors' products.

- Prescriber characteristics linked to prescribing behaviors
- Patient characteristics linked to prescribers
- All information can be correlated to diagnosis, procedure or drug
- Health care service costs

Gauge your product's market prospects.

Clinformatics for Market Intelligence can also help you answer fundamental questions about your product's prospects in the market, including:

- How big is the market for your product?
- How fast is that market growing?
- What treatment options are currently being offered to patients in this market?
- How frequently are those options selected?
- What are the costs associated with those treatment options?
- Who are the major competitors in the market?

Dynamic web-based reporting — no software required

- Utilize advanced functionality to create customized reports for more focused, actionable results.
- Select customized reports to help you understand factors that affect the treatment of patients.
- Access your reports any time, anywhere over the Internet.

Get a commanding view of market dynamics.

Call: 1-800-765-6713

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Visit: optum.com/life-sciences-solutions



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