

# Optum Integrated Data

Bring precision to your investment decisions

The more insight you have into real-world needs and opportunities in life sciences, the more targeted your initiatives and powerful your impacts.

Optum™ integrated virtual EHR and claims data can help bring precision to your investment decisions across the product lifecycle, from the point of scientific discovery to market approval and beyond, by providing a high-definition view of the full patient experience. With clinical and claims data of more than 5.5 million unique members, you get an unparalleled, in-depth understanding of the patient journey from start to finish.

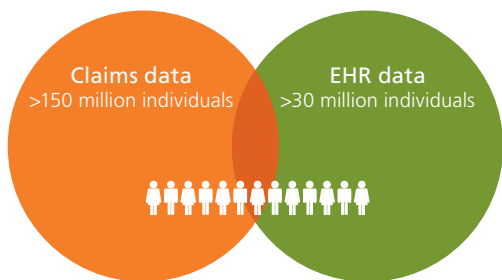
## Generate value

Our new class of integrated, person-linked claims and clinical data enables powerful new answers to complex, targeted business questions across the product lifecycle, such as:

- Which written prescriptions were actually filled?
- How do persistence and compliance vary by clinical segment?
- What is the cost burden of disease for specific clinical cohorts?

Our industry-leading data assets help you get to the heart of these and other pivotal questions quickly and cost-effectively — so your investment decisions are aimed at generating value, not just defending it.

## Integrated person-linked data

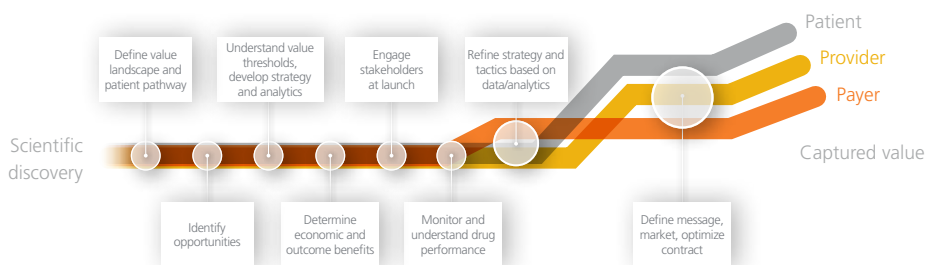


**Figure 1:**

Optum built industry-leading real-world data assets by deterministically integrating its claims data with Humedica's virtual EHR data.

**Figure 2:**

Optum Integrated Data can help you navigate the product lifecycle from scientific discovery through product approval and beyond.



Navigating the product lifecycle from molecule discovery to value capture.

## How can integrated data be applied?

Simply put, the combination of EHR and claims information enables new insight on treatments and physicians' underlying rationales. Here are just a few examples of how the data can be applied:

- **Determine the burden of illness**
  - Integrated data enables capture of physician- and patient-identified factors that are otherwise unidentifiable through traditional data sources. A physician note such as "Poorly controlled DM1 c/b retinopathy and gastroparesis" offers powerful context to your understanding of a patient's experience.
  - Get more clarity on the challenges of treatment and issues related to the disease, such as adverse events, side effects, and more.
  - Identify indirect costs of illness.
- **Compare effectiveness**
  - Make comparisons based on lab result data and other clinical factors rather than solely cost factors.
  - Achieve better control over your analysis — and more reliable conclusions — with more detailed clinical specificity, such as severity and actual lab values.
  - Get real-world perspective more cost-effectively than you would through prospective research.
- **Identify treatment patterns**
  - Review physician notes to learn the reasons behind treatment changes.
  - Integrate patient characteristics, such as body mass index, lab results, and blood pressure, into your analysis for a more complete understanding of treatment decisions.
  - Capture over-the-counter medication use or lifestyle recommendations.

## Maximize value

The applications within the data are endless, and so is the potential. With potent analytics and scientific expertise, our consulting groups can help you focus your applications and realize that potential by asking the right questions and designing the right studies. From identifying target populations to determining your product's economic and outcome benefits, we can help you use our data assets to your greatest advantage.

See how Optum can help you realize the enormous potential of real-world intelligence, with unparalleled data, consulting, and research capabilities that bring you closer to the patient than ever before.

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