PurpleLab

HEALTHCARE ANALYTICS

PurpleLab

Meet your new **[best friend]** in Healthcare Analytics

Life Sciences Clinical Solution Areas

PurpleLab's robust data coverage across 50+ billion claims transactions, dating back to 2012, provides a view of patients, providers, payers, and healthcare outcomes

DEI

SDOH

Investigator/HCP Profiling

Finalizing Investigator/HCP List for Extraction

Evaluating patient populations

Clear Claims & Methodologies

PurpleLab is your [trusted] real-world data partner.

Curated Data

Coverage & Depth

Delivery Flexibility

Privacy & Security

Seamless Integration

Unrestricted Linking

Unparalleled Service

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Key Data Summary

From 2012 Onward

Data Types

- Open Medical Claims
- Closed Medical Claims and Enrollment
- Traditional Pharmacy
- Specialty Pharmacy
- Remittance

Sources

- Open Sources
- Closed Sources

Data Coverage

- Medical Lives: 70-75% of the US population
- Pharmacy Lives: 60-65% of the US population
- Specialty Pharmacy 30-35% of the market
- Patient Level SDoH data on 70% of the US population
- Patients: De-ID: 330M
- Covered Lives: 199M
- Master Death Files on 36M lives
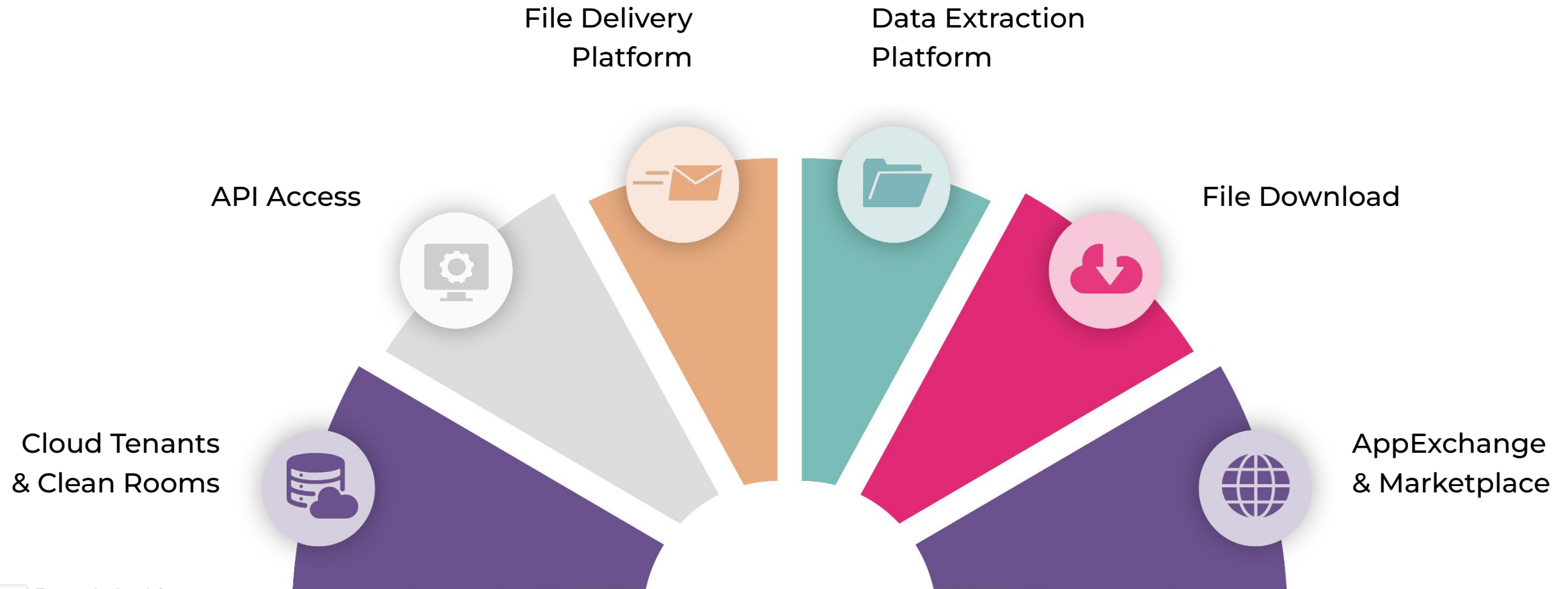- HCPs: 2.3m active providers

Sources by Type

- Switches / Clearing Houses
- Payers
- Revenue Cycle Management
- Pharmacy Benefit Management companies
- CMS Qualified Entity (all 50 states)
- Healthcare Information Technology (HCIT) vendors

Flexible Distribution

File Delivery Platform

Data Extraction Platform

API Access

File Download

Cloud Tenants & Clean Rooms

AppExchange & Marketplace

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[SDOH] Attributes

Sourced from four distinct PII sources that are de-identified and linked back to our HIPAA compliant patient data warehouse. SDOH attributes are mapped to additional data points including age, gender, zip3, state, and mortality.

Race	Education
Disability	Marital Status
Ethnicity	Income
Occupation	Urban / Rural

HealthNexus Provides Robust SDOH Reporting Capabilities

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How PurpleLab Supports DEI

Patient level SDOH attributes

Clinical Development & Protocol Development
Broaden trial eligibility criteria

Patient Recruitment
Utilize demographics to find investigators with target populations

Study Maintenance
Continue monitoring demographic targeting goals and study retention

Clinical Trial

Study Set-up
Select sites/investigators in areas with diversity aligned with demographic target goals

Study Closeout
Evaluate demographic characteristics relative to target goals

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Leveraging PurpleLab RWD to Accelerate [Clinical Trials]

Clinical Trial Development	Protocol Design	Site / Investigator Selection	Patient Recruitment

Clinical Trial Development

Utilize **CLEAR Claims** to understand market opportunities and gaps in today's therapies to differentiate your assets and endpoints.

Protocol Design

Using our **NPI to Hierarchy, Provider Profiling, and CLEAR Claims**. Analyze how your protocol works with real patients and sites, set yourself up for success before starting site selection.

Site / Investigator Selection

Using our **Investigator Alerts** select sites with large amounts of protocol matched patients.

Utilize our **clinical trials data** to find Sites that have investigators with the experience.

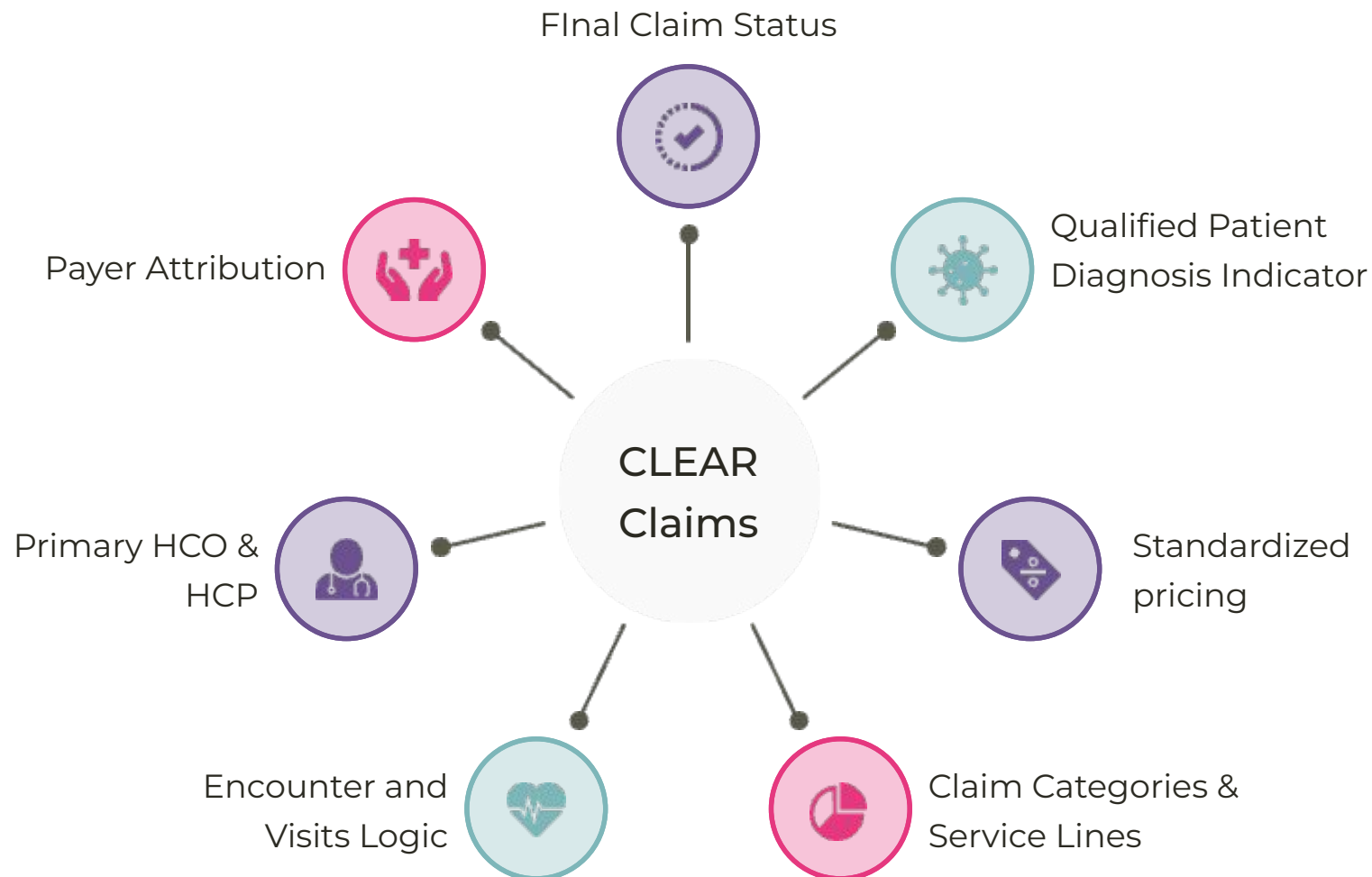Our **Patient social determinants of health (SDOH)** to inform your study design and recruitment

Patient Recruitment

Using our **Investigator Alerts** by finding investigators with more protocol matched patients

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[CLEAR Claims]

Purple Lab's Comprehensive Layout for Exploration, Analysis, & Research (CLEAR) claims enhances our claims data warehouse with additional fields and clinically approved methodologies that facilitate analysis

- CLEAR reduces the amount of data engineering needed to use claims data.
- Complete deduplicated data sets aggregated together in a one data set
- Available via Cohort Puller

FInal Claim Status

Qualified Patient Diagnosis Indicator

Payer Attribution

CLEAR Claims

Standardized pricing

Primary HCO & HCP

Claim Categories & Service Lines

Encounter and Visits Logic

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Core **Life Science** CLEAR Claims Methodologies

Primary HCP/HCO Identification
Identifies who the primary HCP and HCO are on each claim
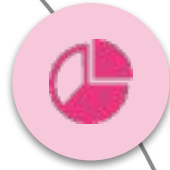
Final Claims Status
Identification of all claim resubmissions of the same service and which claim is the most recent version
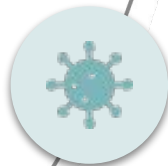
Qualified Patient Diagnosis Indicator
Quickly identify and analyze the right patients based on evaluated diagnosis providing a more precise population for study or targeting
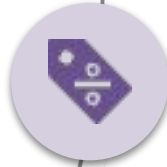
Additional CLEAR Claims Methodologies

Claim Category & Service Lines
Identify urgent care, telehealth, outpatient surgery, maternal health, lab, home health & more

Payer Attribution
Identification of the primary payer and sub channels

Standardized Pricing
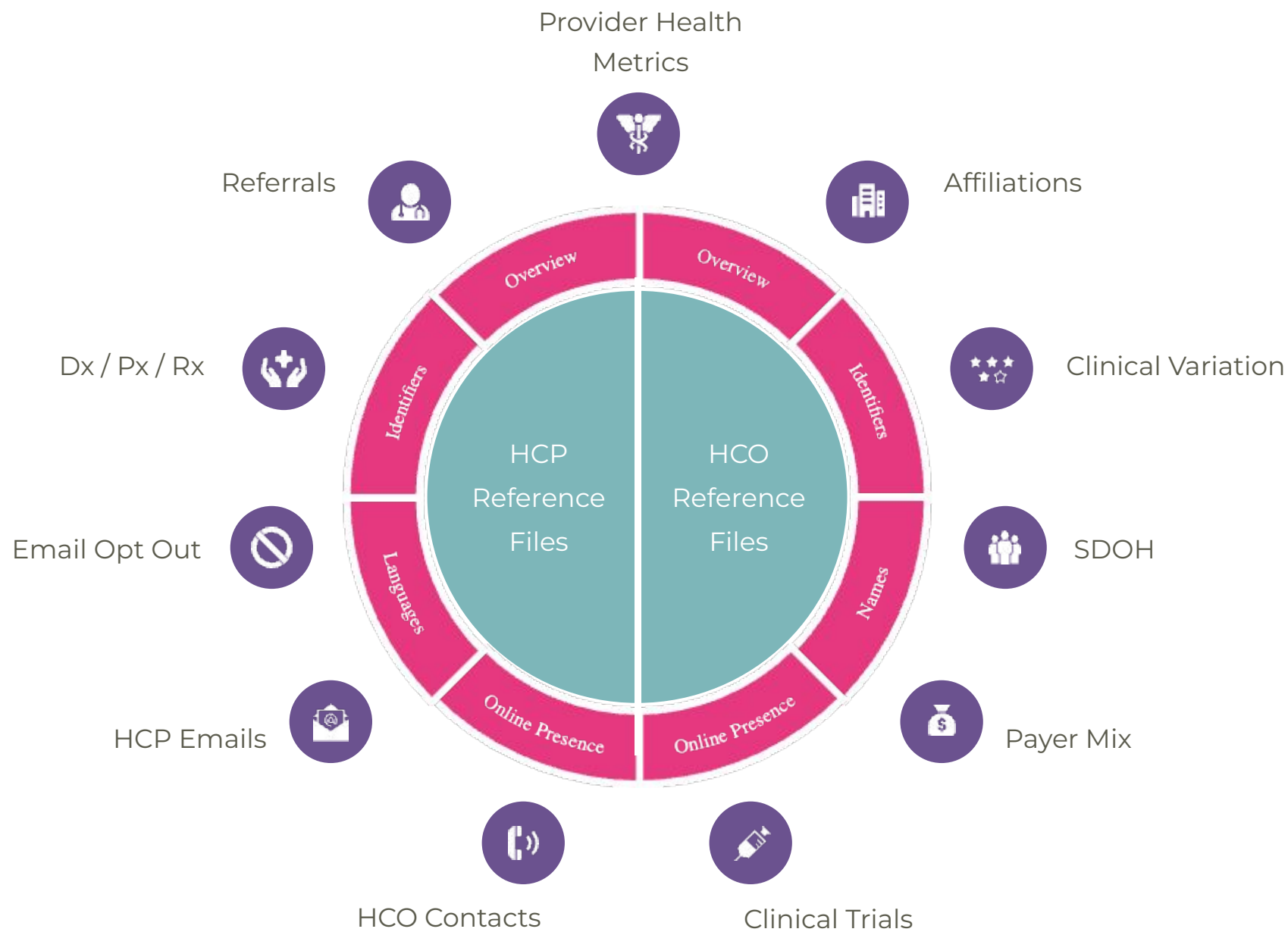Proprietary standardized pricing mode based on current CMS Fee Schedules

Encounter and Visits Logic
Classify the encounters by location and define these by admission or visits linked to a specific DRG. Identify all claims associated with a visit or admission.

[HCPs]

Healthcare Practitioners

- Demographics
- Identifiers
- Specialties
- Credentials
- Qualifications
- Online Presence
- Affiliations
- Clinical Variation

2.3M+ HCPs

1.2M+ Physicians

102k+ Physicians Assistants

475k+ Nurse Practitioners

950k Behavioral Health

Provider Data [Coverage]

Best-in class "coverage" through *massive sourcing* of *internal & external data*

[HCOs]

Healthcare Organizations

- Firmographics
- Identifiers
- Class of Trade
- Locations
- Online Presence
- Business Contacts
- Affiliations
- Referrals

1.8M+ HCOs

1.7k+ Systems

13k+ Chains

220k+ Groups

6k Hospitals (~US AHA count)

22k+ ASCs

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HealthNexus: Real-World Use Cases

Post-Market Surveillance and Safety Monitoring

Scenario: A medical device manufacturer needs to monitor the long-term safety and effectiveness of their product in the real world.

Use Case: HealthNexus supports the manufacturer in analyzing real-world data on product performance and safety, enabling timely identification of potential issues and supporting regulatory compliance. This proactive monitoring aids ongoing product improvements and risk management.

Clinical Trial Design and Optimization

Scenario: A pharmaceutical company is planning a clinical trial for a new cancer treatment. The company needs to identify the ideal patient population for recruitment.

Use Case: HealthNexus helps the company by enabling them to align trial requirements with real-world data reports, leading to an informed study design. By leveraging this data, HealthNexus aids in refining inclusion criteria and endpoints, thereby optimizing patient recruitment. Additionally, trial efficiency is enhanced by addressing potential challenges proactively.

Regulatory Submission and Evidence Generation

Scenario: A biotech firm is preparing a regulatory submission for a new drug and needs to include real-world evidence to support efficacy and safety claims.

Use Case: HealthNexus facilitates this process by enabling the firm to generate customized reports that align with the specific regulatory requirements and present a comprehensive real-world data visualization of the drug's performance.

Analysis of Disease Burden

Scenario: A public health agency aims to assess the burden of diabetes within a specific region to guide targeted health interventions.

Use Case: HealthNexus assists the agency by aggregating and analyzing real-world data on diabetes incidence, prevalence, and patient outcomes. Detailed report results provide insights into disease impact, helping the agency make informed decisions on policy development, allocate resources effectively, and design targeted public health campaigns to manage and mitigate the disease's effects.

Want to Learn More?

Request a Demo Today!

We make complex data analysis easier, more affordable and faster, allowing users to access **insights in minutes, not months.**