

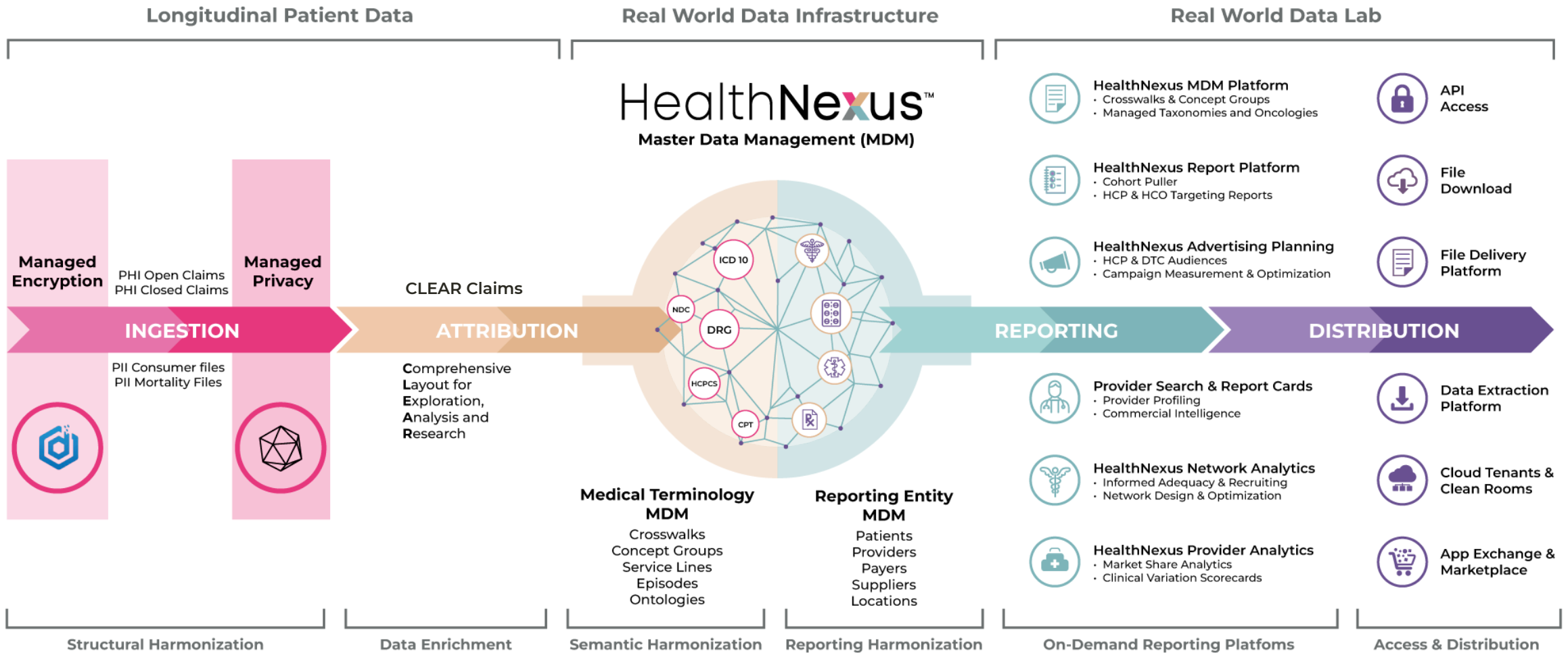
PurpleLab

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



# HealthNexus™ Trailblazing Healthcare Analytics



# PurpleLab turns real-world data into actionable real-world evidence in minutes.



## Real-Time, Updated Data

- Combine Billions of healthcare observations
- Claims from Clearinghouses, Payers, PBMs, and HCIT vendors



## Actionable Insights Produced in Minutes

- Subscription-based model
- Refresh analytics and insights on an as-needed basis
- No-code platform



## Patient Centric

- Significant overlap with other RWD allowing you to:
  - Find **Net New** patients
  - Learn more about those patients
  - Provide deeper insights into patients

330 Million Patients

8 Billion Annual Claims

2.3M Health Care Providers



Commercial

# PurpleLab Solves for [Commercial]

PurpleLab's Commercial solutions facilitates better decisions by providing insights into market strategy, treatment pathways, and competitive intelligence. Our valuable tools for organizations seeking comprehensive data-driven insights into patient care and market dynamics.

## Provider Analytics

Search, analyze, and compare any provider, facility, and group practice to understand high value providers and their affiliations. Clients can easily generate target lists of HCPs and HCOs based on claim and patients' volume and historical and forecasted patient trends.

## Market Assessment

Understand the organizational hierarchy of facilities and providers, affiliations, and referral patterns. Review volumetrics to understand clinical activity and prescribing behavior by provider/facility and build out your intelligence on providers including contact information.

## Alerts

Proactively identify market opportunities by associating providers that have patients with your specific indication- without having to expend the time and cost to load and analyze billions of rows of transactional claims.

## CLEAR Claims

PurpleLab's CLEAR Claims streamlines analysis by identifying resubmissions, linking encounters, adding estimated pricing to account for gaps in cost, identifying qualified doctor's visits, enhanced payer information, member files for open data, administrative/clinical service lines, and HCP attribution.

## [Solutions]

### [Alerts] by PurpleLab

Proactively understand market opportunities without having to expend the time and cost to load and analyze billions of rows of transactional claims.

#### [Insights]

#### Consume Insights, Powered by PurpleLab Data

Built on the foundation of PurpleLab's 300M+ data ecosystem of medical and pharmacy claims

#### [Engage]

#### Proactively Identify Engagement Opportunities

Monitor across specific indexed events of interest, provider activity and patient progression  
Receive insights before your competitors start analyzing data!





# [Alerts] by PurpleLab



## Market Place Monitoring & Performance Drivers

Find providers that have patients that meet your specific brand indication.

Understand prescribing trends for your market, by tracking newly diagnosed and brand trends in patients.

PurpleLab

# [ Experience Report & Provider Provider Profiling ]

Provider Profiling, using the PurpleLab Experience Report, enables customers to search, analyze, and compare any provider, facility, and group practice to understand high value providers and their affiliations.

Customers can easily generate target lists of HCPs and HCOs based on claim & patients' volume and historical & forecasted patient trends





# Provider Targeting

Tailor provider strategies for specific inclusion and exclusion criteria to improve precision and diversified **[use cases]**

## Use Cases for Market Research, Partnerships and Sales Targeting

### Identifying Diverse Patient Populations for Clinical Trials

Optimize clinical trial site and investigator identification by leveraging inclusion and exclusion to ensure specificity in actual provider-patient populations. Overlap provides inclusion and exclusion criteria (e.g., pre-existing conditions, treatments), look back and forward periods to identify providers who treat a high volume of patients meeting the study criteria.

### Sales Representative Targeting

Sales representatives often have limited time, so efficient targeting is crucial. Overlap report inclusion criteria (e.g., specialty: cardiology) and exclusion criteria (e.g., low prescribing volume for competitor company's drugs) to identify high-volume potential providers. Sales reps can focus their efforts on providers most likely to prescribe the company's therapy, maximizing their impact and return on investment.

### Tailoring Educational Programs and Resources

Generic educational materials might not resonate with all providers. Overlap multi-step functionality provides insight into providers that would benefit from specific educational resources. Pharmaceutical companies can develop targeted educational programs addressing the specific needs and interests of different provider groups, leading to more effective learning and potentially increased adoption of their therapies.

# Generating Target Lists

From the customer's determined cohorts, generate and analyze target lists for activation and implementation.

← Results: HCO Hierarchy Example Detailed Provider Reports ▾

System Details The claims or patients count for the report comes from the concept group CRANIOTOMY WITH MAJOR DEVICE IMPLANT OR ENDOVASCULAR INTRACRANIAL PROCEDURE and using the following parameters

HCP Details	HCO GRP Details	HCO GRP Affiliations	HCO FAC Details	HCO FAC Affiliations	Facility Details	Facility Affiliations	System Details		
Hierarchy		Segment	Star Type	FAC Name	PL Orgcare Class Type Desc	Address 1	2022	2023	Grand Total
+	3614463 - HCA HEALTHCARE	10	Rock Star	HCA HEALTHCARE	Administrative & Management Svcs	1 Park Plz	227,870	235,363	463,233
+	3614009 - CLEVELAND CLINIC HEALTH SYSTEM	10	Rock Star	CLEVELAND CLINIC HEALTH SYSTEM	Administrative & Management Svcs	9500 Euclid Ave	89,415	101,486	190,901
+	3614006 - COMMONSPIRIT HEALTH	9	Rock Star	COMMONSPIRIT HEALTH	Administrative & Management Svcs	444 W Lake St Ste 2500	69,728	66,239	135,967
+	3613741 - TRINITY HEALTH	9	Rock Star	TRINITY HEALTH	Administrative & Management Svcs	20555 Victor Pkwy	71,093	64,732	135,825
-	3613878 - ASCENSION HEALTH	9	Rock Star	ASCENSION HEALTH	Administrative & Management Svcs	101 S Hanley Rd Ste 450	69,287	53,794	123,081
	3613878 - SACRED HEART HEALTH SYSTEM, INC.	7	Shining Star	SACRED HEART HEALTH SYSTEM, INC.	Inpatient/Hospital Svcs	5151 N 9th Ave	2,418	1,794	4,212
	3613878 - ASCENSION PROVIDENCE HOSPITAL	7	Shining Star	ASCENSION PROVIDENCE HOSPITAL	Inpatient/Hospital Svcs	47601 Grand River Ave	2,384	1,657	4,041
	3613878 - ST JOHN HOSPITAL AND MEDICAL CENT...	7	Shining Star	ST JOHN HOSPITAL AND MEDICAL CEN...	Inpatient/Hospital Svcs	22101 Moross Rd	2,249	1,656	3,905
	3613878 - ASCENSION ST. VINCENT HOSPITAL	7	Shining Star	ASCENSION ST. VINCENT HOSPITAL	Inpatient/Hospital Svcs	2001 W 86th St	2,412	1,440	3,852
	3613878 - MEMORIAL HOSPITAL & HEALTH CARE C...	7	Shining Star	MEMORIAL HOSPITAL & HEALTH CARE ...	Inpatient/Hospital Svcs	800 W 9th St	2,033	1,772	3,805
	3613878 - ASCENSION VIA CHRISTI HOSPITALS WI...	6	Rising Star	ASCENSION VIA CHRISTI HOSPITALS W...	Inpatient/Hospital Svcs	929 N Saint Francis Ave	1,929	1,342	3,271
	3613878 - ASCENSION SAINT THOMAS HOSPITAL	6	Rising Star	ASCENSION SAINT THOMAS HOSPITAL	Inpatient/Hospital Svcs	4220 Harding Pike	1,899	1,345	3,244
	3613878 - ST JOHN PHYSICIANS INC	6	Rising Star	ST JOHN PHYSICIANS INC	Physician Practice	1923 S Utica Ave # 200	1,579	1,449	3,028
	3613878 - ASCENSION MEDICAL GROUP SAINT TH...	6	Rising Star	ASCENSION MEDICAL GROUP SAINT T...	Physician Practice	2011 Murphy Ave Ste 301	1,976	857	2,833

# Understanding Hospital Structure

Customers can analyze trends in the healthcare market with PurpleLab's comprehensive and up to date information on healthcare organizations and their affiliated healthcare providers.

**Hackensack Meridian Health**  
HCO PL ID: 3614069



Address: 343 Thornall St Ste 7  
Edison, NJ 08837



Phone: (732) 751-7500

Practice Characteristics

Clinical Variation

Volumetrics Scores

**Affiliations**

External Influence

Contacts

News Feeds

## ^ Affiliations

### System Affiliations

Total facilities 38 🔍

Total facilities per category 19 🔍

Categories

Inpatient/Hospital Svcs (19) ▾ ×

Status

Active ▾

Name	Specialty	Patient Star Type	Patients Segment	Address	
Hackensack University Medical Center	Hospital, General MedSurg Svcs	Shining Star	9	30 Prospect Ave Hackensack, NJ 07601	🔗
Jersey Shore University Medical Center	Hospital, General MedSurg Svcs	Rising Star	6	1945 State Route 33 Neptune, NJ 07753	🔗
Jfk University Medical Center	Hospital, General MedSurg Svcs	Rising Star	6	65 James St Edison, NJ 08820	🔗
Jfk Johnson Rehabilitation Institute	Specialty Hospital, Rehabilitation Svcs	Rising Star	6	65 James St Edison, NJ 08820	🔗
Ocean Medical Center	Hospital, General MedSurg Svcs	Rising Star	5	425 Jack Martin Blvd Brick, NJ 08724	🔗

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External Influence ▾

# HCP Profiling Details

HCP Level detail provides comprehensive information on a provider's practice, patient level SDOH data, affiliations, referral network, claim volumetrics, credentials, clinical trial experience and more.

