

Welcome to PurpleLab®



PurpleLab
HEALTHCARE ANALYTICS

PurpleLab isn't like other health-tech companies. We believe outcomes matter most, and our mission is to help organizations drive decisive action based on precise insights from real-world data.

We provide a real-world data lab to accelerate the discovery and adoption of healthcare innovations. We are your trusted real-world-data partner.

With one of the most robust datasets in the nation, PurpleLab takes disparate data sources and integrates them into unified views, providing claims-data insights in real time. With medical, pharmacy and specialty Rx data, our coverage is representative of the United States for both inpatient and outpatient services as well as retail and specialty pharmacy.

Our data provides a comprehensive view of providers, facilities and payers and the services rendered. We then enhance this dimensionality by integrating several disparate

social determinants of health (SDOH) attributes into a consolidated best-in-class patient view that comes standard with all our claims. From life science companies, hospitals and health plans to agencies and advertising technology companies, PurpleLab is your trusted real-world-data partner.



Patient outcomes matter most. With outcomes as the objective, you have to start from the beginning — with the right information flowing to the right users at the right time. All to make health risk understandable, meaningful and actionable.

MARK BROSSO, CEO, PURPLELAB





Why PurpleLab?

At PurpleLab, it's our mission to revolutionize the traditional one-way flow of information into dynamic collaboration across the total healthcare ecosystem.

We are a claims-data provider for longitudinal patient data. We have one of the largest repositories of open and closed claims, with medical, pharmacy and specialty Rx data encompassing more than 330 million patients.

We've done the heavy lifting for you by integrating disparate data sources into a unified table. Built on an integrated data warehouse that longitudinally aligns closed claims and open claims in combination with our no-code HealthNexus™ platform, we deliver on-demand insights in minutes.

(Life Science)

Clinical

Traditional methodologies for clinical trials have focused on literature reviews and historical reviews of past clinical trial performances. Using real-world evidence (RWE) proves to be a more efficient approach by increasing accuracy and saving time.

PurpleLab uses real-world data (RWD) to assist in all aspects of the clinical trial life cycle, from protocol design and site selection to patient recruitment and retention.

PurpleLab's clinical solutions perfectly complement drug development and make it possible to execute swift, effective and inclusive trials from insights to simulate trials, site selection and estimating target populations. This is where RWE can be a valuable tool, offering insights into real-world patient populations.

Areas where PurpleLab can accelerate clinical trials:

TRIAL EMULATION

Simulate a clinical trial using real-world data. This allows researchers to test different trial designs, such as varying eligibility criteria, understand market gaps in today's therapies, and estimate potential outcomes before the actual trial begins.

SITE/INVESTIGATOR SELECTION

Find sites that have investigators with clinical trial experience, and select sites with the most protocol-matched patients.

PATIENT RECRUITMENT

Estimate the size of the target patient population for a trial, and determine if enough patients can be recruited in a reasonable time frame and at the planned sites.

PATIENT RETENTION

Look at how frequently a particular condition or treatment is documented in real-world data so researchers can design a study with a feasible number of clinic visits and follow-up periods to minimize patient burden.

SDOH

Meet FDA diversity mandates for diversity, equity and inclusion with patient-level SDOH data to monitor and evaluate universal access to therapy. Understand patient populations and disease burden across communities to address disparities in care and education.

Life Science

Commercial Pharma

PurpleLab's commercial solutions facilitate better decisions by providing insights into market strategy, treatment pathways and competitive intelligence. Our solutions are valuable for organizations seeking to leverage comprehensive, data-driven insights into patient care and market dynamics.

Market forecasting and resource allocation become less accurate without timely data on market size, competitor activity and payer coverage. Accurate market forecasts are essential for making informed decisions about resource allocation during commercial development.

Development of effective marketing and sales strategies can be challenging without a clear understanding of physician and patient preferences. Successful marketing and sales

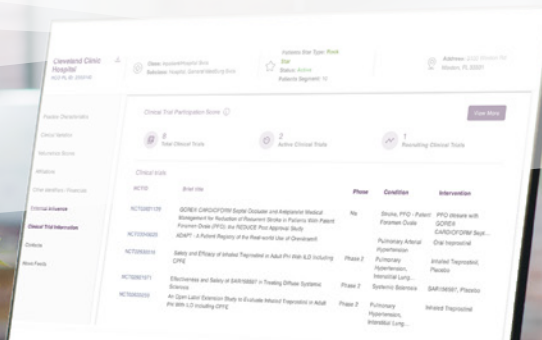
campaigns require a deep dive into the target audience, including physicians and patients.

Uncertainties about market adoption and potential reimbursement challenges can lead to delays in launch timelines and pricing decisions. Launching a new drug is complex and requires careful planning and execution.

By improving data access and analysis capabilities, pharmaceutical companies can streamline drug development, reduce costs and bring new therapies to market faster.

PurpleLab is your trusted partner for real-world data. We deliver curated longitudinal patient data and our ready to use Provider Targeting Reports provide a sharper understanding of market dynamics, identify high-potential customer segments and allocate marketing resources more effectively.

A data-driven approach can lead to more successful marketing campaigns, improved brand awareness and, ultimately, stronger market positions for your products.



Areas where PurpleLab can support commercial pharma:

UNDERSTANDING PHYSICIAN PRESCRIBING BEHAVIOR

- Identify high-volume prescribers for competing drugs or those treating a high number of patients with the target condition.
- Reveal which physicians prescribe specific medications and treatment combinations in a therapeutic area.
- Engage with KOLs (key opinion leaders) who use or show interest in similar drugs to drive product awareness and adoption among other HCPs. Identify prescribing patterns and research contributions of KOLs.

OPTIMIZING MARKETING CAMPAIGN PERFORMANCE

- Make informed decisions about allocating marketing budget across different channels by analyzing the effectiveness of past marketing campaigns.
- Understand how different HCP segments prefer to receive information to invest more heavily in channels that yield the best results for their target audience.
- Develop targeted messaging that addresses the specific needs, challenges and treatment preferences of different HCP segments and patient populations to improve the effect and conversion rates of marketing campaigns.

MEASURING MARKETING ROI

- Track sales data alongside marketing efforts in specific regions or target-specific HCPs.
- Determine how marketing campaigns influence prescribing patterns and ultimately drive sales.
- Perform cost-effective analysis, and estimate the potential return on investment (ROI) for marketing initiatives in different regions or targeting different HCP segments.
- Prioritize marketing activities likely to yield the greatest commercial benefits.

INSIGHTS INTO SDOH

- Receive insights into demographics associated with patient healthcare with SDOH data linked to our comprehensive dataset.





Life Science

Health Economics and Outcomes Research (HEOR)

RWD is essential for evaluating long-term outcomes and treatment patterns, analyzing cost-effectiveness of treatments, supporting value-based pricing, and identifying high-value market and patient segments.

PurpleLab's CLEAR claims is a sophisticated framework engineered to handle the complexities of modern healthcare data. What sets CLEAR claims apart is its enrichment of raw claims data with valuable contextual information into a structured format that is optimized for analysis.

Leveraging CLEAR claims can allow HEOR teams to understand disease progression, map treatment flows, and measure outcomes and cost. This unique way of analyzing data will enable HEOR teams to understand patients over a

specified period of study as well as leverage SDOH attributes to assess demographic factors on disease progression.

HEOR teams can also assess provider treatment patterns to analyze cost of care and identify patient flow for care settings. Service lines are linked to encounters to show how costs are affected and standardized pricing is leveraged to ascertain the burden and fill in gaps in cost.

PurpleLab empowers experts to analyze the cost-effectiveness and long-term effect of a treatment, providing a broader perspective on a treatment's value compared with data from clinical trials alone. Our closed-claims dataset provides the depth to follow patients after clinical trial completion.

Areas where PurpleLab can support HEOR teams:

EVALUATING LONG-TERM OUTCOMES AND TREATMENT PATTERNS

Assess long-term effectiveness and safety of interventions in real-world settings through closed-claims data. Reveal how a treatment performs over time, and identify potential side effects that might not be evident in shorter trials.

COST-EFFECTIVENESS ANALYSIS

Analyze the cost-effectiveness of treatments with valuable data on real-world healthcare costs associated with a treatment, including medication prices, hospitalization rates and physician visits. PurpleLab's standardized pricing is our own proprietary imputed pricing that provides a price for all medical claims, allowing a consistently calculated price across all sources via a transparent, verifiable methodology.

UNDERSTANDING PATIENT SUBGROUPS

Understand how a treatment works in diverse real-world patient populations with various characteristics and medical histories. This allows for a more generalizable assessment of the treatment's effectiveness and cost-effectiveness across different patient groups.

SUPPORTING VALUE-BASED PRICING

Use RWE to demonstrate the value proposition of a treatment based on real-world outcomes and cost data. This information is crucial for pharmaceutical companies in negotiations with payers (health insurance companies) regarding pricing and reimbursement strategies.

SDOH

Receive insights into demographics associated with patient healthcare with SDOH data linked to our comprehensive dataset.

IDENTIFYING HIGH-VALUE MARKETS AND PATIENT SEGMENTS

Reveal the geographic distribution of diseases and variations in disease burden across different regions, and focus marketing on areas with a high prevalence of the disease where their drug can address a significant unmet medical need. Segment patient populations based on demographics, disease severity, comorbidities and treatment patterns. Identify patient groups most likely to benefit from their drug to produce targeted marketing campaigns resonating with high-value segments.



(Payer)

Combined with the power of open- and closed-claims data, RWE and RWD can address critical business needs for payers. PurpleLab makes it easier than ever to access actionable data insights that drive growth through quality-of-network analysis and optimization. Payers can leverage RWD to provide the most obtainable, efficient and quality healthcare to their members by working with SDOH data, care navigation, provider-relationship management, and clinical-quality programs.

Looking at open- and closed-claims data analytics helps payers optimize their networks by identifying and analyzing out-of-network usage trends, helping pinpoint areas where members seek care outside their contracted network. Overlaying open and closed claims with SDOH patient-level data allows payers to build a fuller picture of their member

makeup and understand trends in the network to address care gaps and create programs to improve health outcomes.

PurpleLab's Payer Network Design also makes it possible to leverage predictive analytics to anticipate future usage trends for their members, proactively expanding their network with providers in high-demand specialties or geographic locations and adjusting network contracting strategies to ensure sufficient provider coverage for anticipated needs.

Working with RWD to measure provider performance allows payers to consider factors such as quality of care, cost-effectiveness and patient outcomes, while provider recruiting and enrollment ensure accessibility, efficiency and effectiveness, which translates to reduced costs for patient treatment and positive health outcomes.



(Provider)

Built on the nation's most comprehensive healthcare claims dataset, layered with SDOH patient data, PurpleLab does the heavy lifting for providers with our advanced data analytics. Data insights are delivered in real time, with no-code format solutions, allowing anyone to gain actionable insights from our data. No more waiting days or even weeks for a report to be generated and delivered — access the information you need to measure the quality of your care delivery in minutes with PurpleLab's data solutions. PurpleLab facilitates better decisions by providing insights into provider benchmarking, market strategy and intelligence, resource planning, and network performance. Our data solutions support organizations seeking comprehensive data-driven insights into care delivery and improved health outcomes.

Using PurpleLab data, healthcare organizations can identify and quantify the points of losses and gains among their patients and providers. Who is referring patients out-of-network, resulting in opportunity loss? Who is benefiting most from receiving out-of-network referrals?

Our provider benchmarking data looks beyond the volumes and risk-adjusted performance seen with other claims-data providers. Healthcare organizations can understand inefficient and ineffective provider practices, benchmarked against peers, by dissecting provider care choice, quality and cost metrics. Better physician performance means better care.



(Advertising)

Audiences

Using RWD to hypertarget audiences results in campaigns based on precise clinical insights, brand-eligible patients and the clinicians treating them.

PurpleLab makes it possible to choose from thousands of clinically relevant, privacy-safe, HIPAA and NAI compliant, pre-built direct-to-consumer (DTC) and healthcare provider (HCP) audiences based on your brand's target prescriptions, diagnoses, treatments, procedures or preferred payers. Focus on the interaction between providers and consumers with customizable NPI to DTC audiences.

By activating healthcare audiences that match your ideal buyer profile across digital, TV and paid social media campaigns, on your platform of your choice, you can maximize ad spend.

Measurement and Optimization

Connect digital efforts for your DTC campaigns to real-world outcomes for better results while campaigns are still running. Reduce wasted impressions, understand if your advertising is driving prescriptions and which prescriptions your advertising is driving with PurpleLab's suite of flexible measurement and optimization APIs. These tools allow you to use your own data or ours to:

- Evaluate your advertising-exposed audience, and understand if you're targeting your desired consumer population with Audience Quality API.
- Compare prescribing activity between your advertising-exposed consumer group and a diagnosis-qualified control group to identify where your campaign had an effect with Script Lift API.
- Measure brand performance based on real-world outcomes of prescriber behavior with Script Metrics API.

(Advertising)

Campaign Strategy Development

Gain a comprehensive view of the patient, provider and prescription markets that align to your brand. Understand HCP activity and patient treatment pathways to design a cohesive messaging and creative strategy. Win more business, and respond to RFPs faster using the in-depth market insights you've gathered using **HealthNexus**.

Craft tailored messaging with deeper understanding of target patient populations, understand how HCP targeting is performing and adjust campaign targeting on the fly to reach the right HCPs before a medical event or decision occurs.

HealthNexus generates in-depth market insights that make it possible to win more business and expedite RFP responses. Use Provider Targeting Reports to generate lists of doctors by

their specialties, practice locations, SDOH data and more and Cohort Puller Reports to configure custom patient cohorts using ICD codes, CPT codes, Rx or other targeted criteria.

You can get a full view of the competition, too. Monitor competitive performance and track market share to see where competitors gain tracking in the market, and gain insight on market share against competing brands with **Prescription Measurement Report**.

Use the data insights to optimize campaign messaging across targets, identify underserved patient populations and understand how SDOH affects the prescription journey to drive commercial success.

