**COMMERCIAL**

# Drive Commercial Excellence With Patient-Provider and Payer-Provider Insights

## PATIENT CARE AND MARKET SHARE

Commercial teams are challenged with in applying the right insight at the right time, and have an overwhelming amount of data that needs to be sifted through, analyzed, and articulated into actionable objectives.

Resultantly, insight-generation may be hindered by incomplete, biased, or stagnant data, which can mean that decisions based on those insights can end up directing teams in the wrong direction.

Commercial teams need accurate, timely and comprehensive real-world data and analytics to develop and drive strategies with data-backed decisions that can be directly tied to patients, therapeutic adoption, and the market landscape.

### LEVERAGE PURPLELAB'S DATA AND ANALYTICS FOR:

**Market Sizing and Landscaping**

**Competitive Intelligence**

**Patient Journey Analysis**

**HCO/HCP Profiling, Segmentation and Network Mapping**

**Patient Finding/Alerting**

**Market Access**

### A Trusted Partner to Help Solve These Challenges

PurpleLab provides commercial life sciences teams access to comprehensive, SDoH-enriched patient-level data, granular HCO/HCP profiling data, payer insights and a no-code analytics healthcare platform to identify and address some of the most influential factors that contribute to commercial success.

**PurpleLab®**
HEALTHCARE ANALYTICS

# DRIVE COMMERCIAL STRATEGIES WITH DATA-BACKED DECISIONS

## Market Landscaping

- Understand total patients, demographics, and SDOH insights
- Understand and compare patient and claim volume between your product and the competition
- Identify opportunities for new therapies with an accurate picture of the addressable/available market
- Understand the competitive landscape and HCP segments

## Patient Journey

- Understand patient journeys and define granular target patient populations for targeted commercial activities
- Map the complete patient journey, including where they are and their prescribed treatments

## HCO/HCP Profiling, Segmentation and Network Mapping

- Leverage granular HCO/HCP-level data to initiate profiling, segmentation and engagement strategies
- Optimize territories and engagements with insights into HCPs, HCOs, payers, and referrals
- Engage HCPs at the right time to deploy relevant marketing programs and ensure messaging will resonate

## Patient Finding

- Alert teams of new potential patients and prescribing HCP/HCOs in real-time
- Find the right patient for the right therapy at the right time, and improve marketing activities by deploying the right message, at the right time

## Market Access

- Understand the payer landscape with respect to market geography – national, regional, and local
- Understand HCP barrier to adoption and patient barriers, with SDOH insights, to inform 'pull-through' strategy

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## LEARN HOW PURPLELAB CAN SERVICE YOUR NEEDS

### On-Demand Real-World Data

CLEAR Claims
Provider Data
Referrals and Affiliations

### In-Platform Analytics

Patient Cohort Reports
Experience Reports
Overlap Reports
Alerts

### Managed Services

Cohort Group/Cohort Reports
Market Access Study Support
Real-World Evidence Reports
Referral Reports
Sales Targeting

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