

Definitive Healthcare Solution for Biopharma Marketing: Rare Disease

→ Unlock precision in your approach to targeted business growth

The Definitive Healthcare Solution for Biopharma Marketing in Rare Disease help companies get their treatments to the patients who need them with up-to-date, on-demand intelligence. With our healthcare commercial intelligence, you can uncover applicable patients, develop relationships with key scientific and medical experts, and familiarize your team with commercial, federal, and other payors.

→ Build better marketing strategies with data and analytics

Get access to real-world medical and prescription claims data, industry-leading reference and affiliation data, advanced analytics, and professional services, so you can:

- 1 Identify patient population:** Uncover your patient population with data and analytics around patient market share by region, average patient profiles (e.g., age group, gender, etc.), and line of therapy.
- 2 Establish KOL relationships:** Detailed intelligence and robust profiles of more than 2.6 million physicians empowers you to pinpoint key physician relationships and spheres of influence.
- 3 Enhance insight into market access/reimbursement:** Gain valuable understanding of the market and payor landscape to develop or refine payor strategies and to demonstrate your products value.

WITH DEFINITIVE HEALTHCARE, YOU CAN QUICKLY UNCOVER:



**Patient volume
by region**



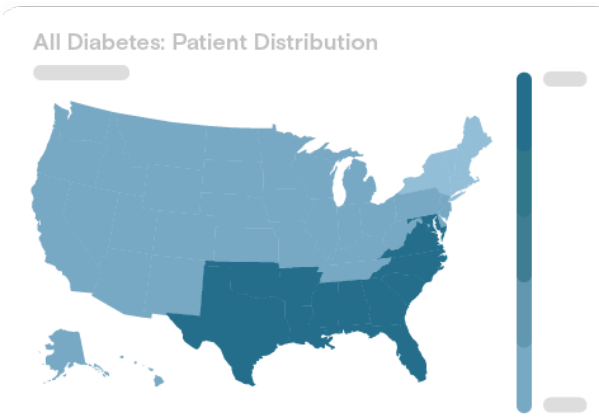
**KOLs likely to
drive change**



**Market and payor
landscape data**

1 IDENTIFY PATIENT POPULATION

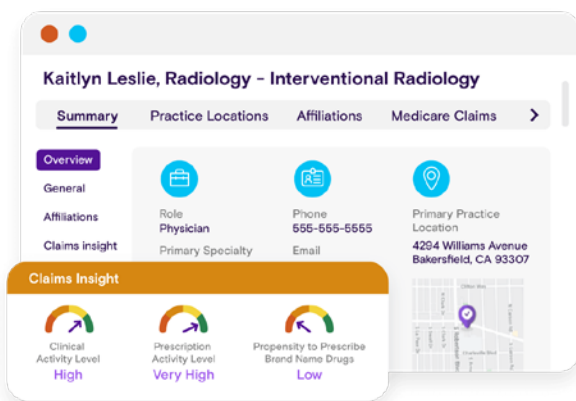
The below image is from the Passport Express product in the Passport Analytics Suite



- Where are patients located in my therapy area?
- Is there a region with significant patient distribution?
- How many patients in my therapy area are there?

2 ESTABLISH KOL RELATIONSHIPS

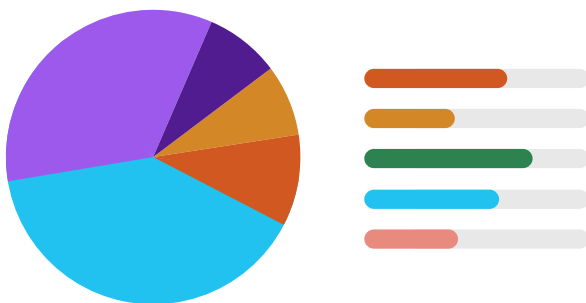
The below image is from the PhysicianView product from the View Product Suite



- Who are the most influential KOLs?
- Where are they located?
- What is their clinical activity?

3 INSIGHTS INTO MARKET ACCESS/REIMBURSEMENT

The below image is a representation of visualized data from the Atlas All-Payor Claims Dataset



- What percentage of patients are commercial?
- What is the patient's healthcare journey?
- What is the patient distribution across multiple channels?

→ Learn how we can help you navigate the rare disease market today!