Article

Open and Closed Claims Data Integration

Beyond the counts: Choosing a strategic data partner, not just a data supplier

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In the ever-evolving healthcare landscape, staying ahead in a highly competitive environment requires innovative solutions that can provide both a holistic view of the patient's journey and insights into the rapidly changing market dynamics impacting a brand's ability to be successful. Key to this is having the ability to identify the broadest set of relevant patients and healthcare providers (HCPs) possible via integrated open and closed claims data sets. Access to this type of information enables life sciences and research organizations to work proactively toward improving patient outcomes by surfacing a more complete understanding of their prospective patient population with insights throughout their medical history, from first office visit, to diagnosis, to treatment and adherence.

When considering a source for this type of dataset, it is important to understand the complexities required for this type of integration. A strong partner will ensure data quality while keeping data governance at the forefront of these assets. This article will take you through a list of important considerations for selecting a data partner that will not only provide you with accurate data but will also actively safeguard your commercial interests while protecting patient anonymity.

Proven results and market readiness

Remember that integrating open and closed claims datasets should show an uplift in claims, patients, and providers. The right integration can help commercial teams find more patients and claims, conduct more complete longitudinal studies, and track their brand

performance. By bringing that robust data to the forefront more quickly, brand leaders can work to increase revenue and gain critical insights into a more comprehensive view of their potential audience. This is particularly beneficial for organizations in rare diseases and oncology, and for markets that are seeing significant product blocking, where identifying specific patients and providers is crucial.

Enhanced patient and provider insights

By increasing the visibility of rare diseases and identifying relevant HCPs and patients earlier in the patient support funnel, life sciences organizations can make a greater and earlier impact toward improving patient outcomes. This is especially important for, but not limited to, large markets like obesity and heart disease. A more complete view of patients, including all treatments, procedures, and diagnoses, allows for more complete longitudinal studies and a more focused support program design strategy.

Robust payment details and segmentation

The right partner should be able to leverage best-in-class, managed care reference data to offer robust methods of payment details and to harmonize those methods of payment across datasets. This includes more granular payment information for things like Medicare Advantage and Managed Medicaid, helping organizations segment their business appropriately.

Commitment to quality and service

Data quality and service models are key differentiators in the life sciences industry. Proactive communication and transparency with the organizations they serve ensure trust in the partnership. The right data partner will be able to provide organizations with better data integrity, effective service models, and the ability to provide proactive and transparent communication throughout the course of their partnership starting on day one.

Privacy and tokenization

Enabling linked datasets that truly represent the real-world experience for patients, is imperative. The IDs used to link these records together must be accurate, unique, and high-quality, which means it is

critical for a data partner to have robust tokenization capabilities built into their processes. This will preserve data consistency and integrity while minimizing the risk of disruption. A truly resilient data partner will be positioned to both anticipate and manage data volatility through their trusted supplier relationships and a comprehensive data operating model, and they'll be willing to absorb some of the inherent risks on behalf of the organization they are supporting.

Conclusion

Integrating open and closed claims datasets is set to revolutionize the way life sciences organizations understand and navigate market dynamics. By offering a more complete view of patient journeys and market dynamics, along with a focus on quality and effective support, this approach can help organizations find patients and providers more effectively, track their performance, and design marketing strategies based on more comprehensive and linkable data. The right data partner is not just a supplier. The right data partner can commit beyond a quantity of claims counts and should readily demonstrate trust and integrity in their data so they are poised to become an essential asset to today's commercial teams.

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