

Making data possibilities a reality

June 2018



Health care in 2018:

The defining trend is

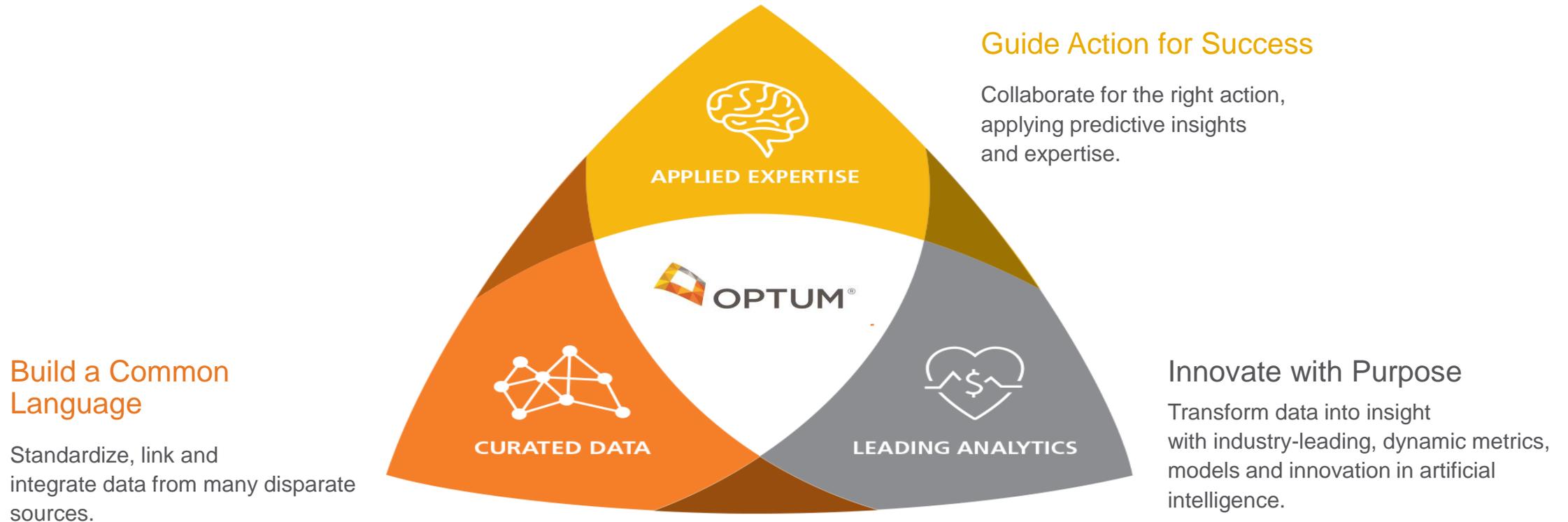
CHANGE

“The momentum towards a digital future is gathering pace.”

—The Economist: A Digital Revolution in Health Care is Speeding Up, March 2017

Powering intelligence across the health care system

HEALTH CARE INTELLIGENCE





How do we employ health
care intelligence to solve
real world problems?

Business environment for health care companies

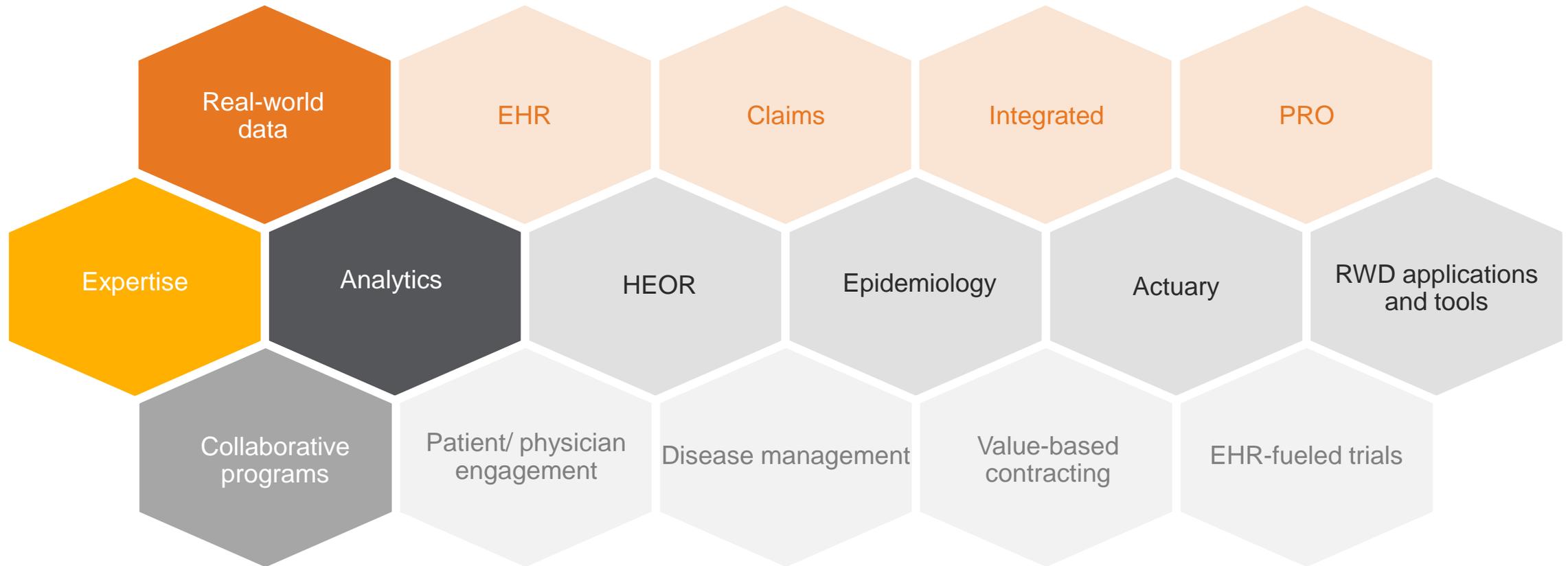
Product development challenges

- Dynamic healthcare environment, diverse reimbursement requirements
- Developing a differentiated product value strategy in increasingly generic and competitive markets
- Selecting study endpoints that will convince stakeholders of the products price/value position
- Aligning clinical and commercial objectives early to support pricing and generate promotable claims
- Analyzing and assembling evidence from multiple data sources and geographies to support launch

Commercialization challenges

- Bridging pre-launch data with real world evidence post-launch
- Operationalizing big data and emerging technology for competitive advantage
- Managing payer demands to provide ongoing comparative data and value assessments
- Reacting to policy or payer actions such as mandatory price cuts
- Expanding the value of products into new indications and populations
- Evaluating the market effects of new entrants or patent expiries

Optum capabilities and expertise



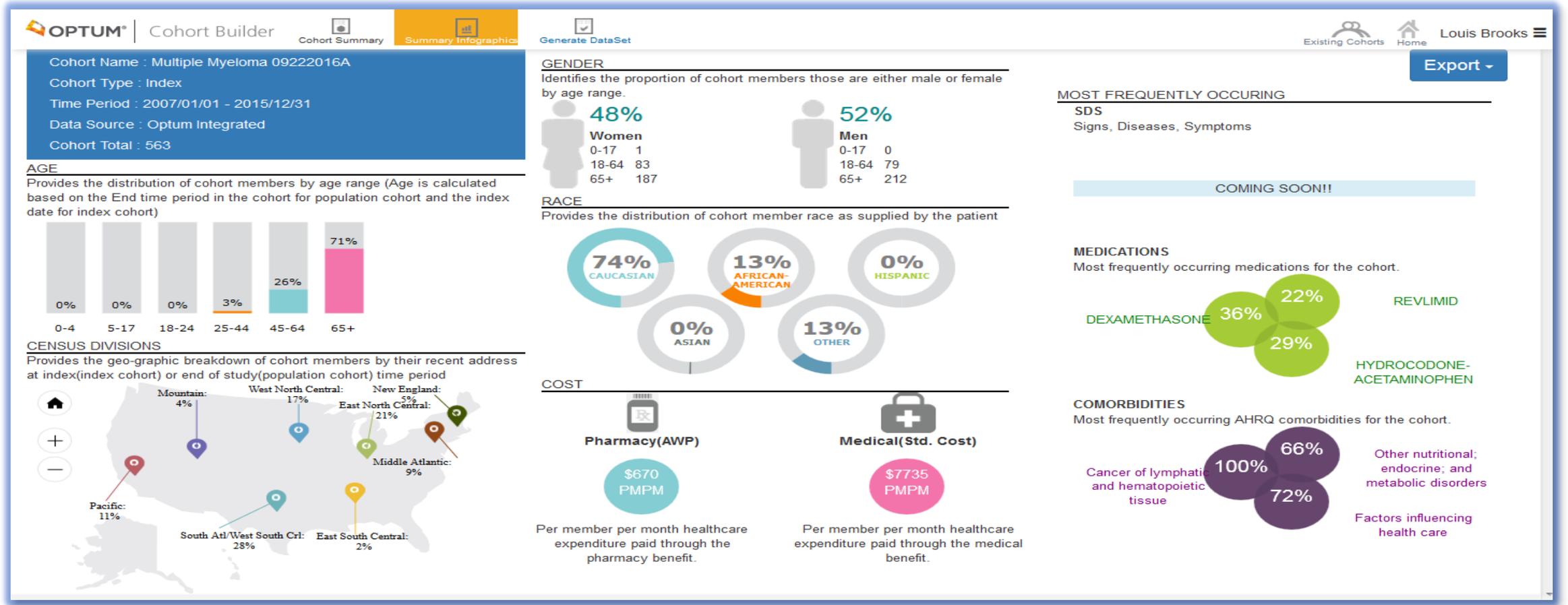
Insights from big data



- OPTUM Life Sciences and The Lewin Group conducted a study on behalf of NIH to examine the association between the measles-mumps-rubella (MMR) vaccine and autism spectrum disorders (ASD). No association was found.
- Results received national attention:
 - Published in JAMA
 - Jain AJ, Marshall J, Buikema A et al. Autism Occurrence by MMR Vaccine Status Among US Children With Older Siblings With and Without Autism. JAMA, 2015, 313 (15).
 - Article received record-breaking number of hits online and was highly cited
 - Picked up by the Associated Press

Cohort Builder results

Cohort Infographic



Patient Journey results

Patient Journey Detailed Analytics



Inpatient Grouper – Designed for Brazilian market to group clinically homogenous admissions

