



**Clinical intelligence that
drives your brand's growth**



Yesterday's analysis of claims data no longer works. Today's market requires real world data that accurately reflects the clinical details of patients across the continuum of care – data that is rich enough in specificity to drive the growth of your brand.

The life sciences market is competitive and crowded. In order to succeed, you need to be able to respond to a quickly evolving competitive landscape. Waiting for research that takes weeks to months to conduct and analyze, is no longer a viable option. Managing your brand and market requires an understanding of how physicians are adopting your brand clinically.

Gaining and maintaining market share requires comprehensive data sets

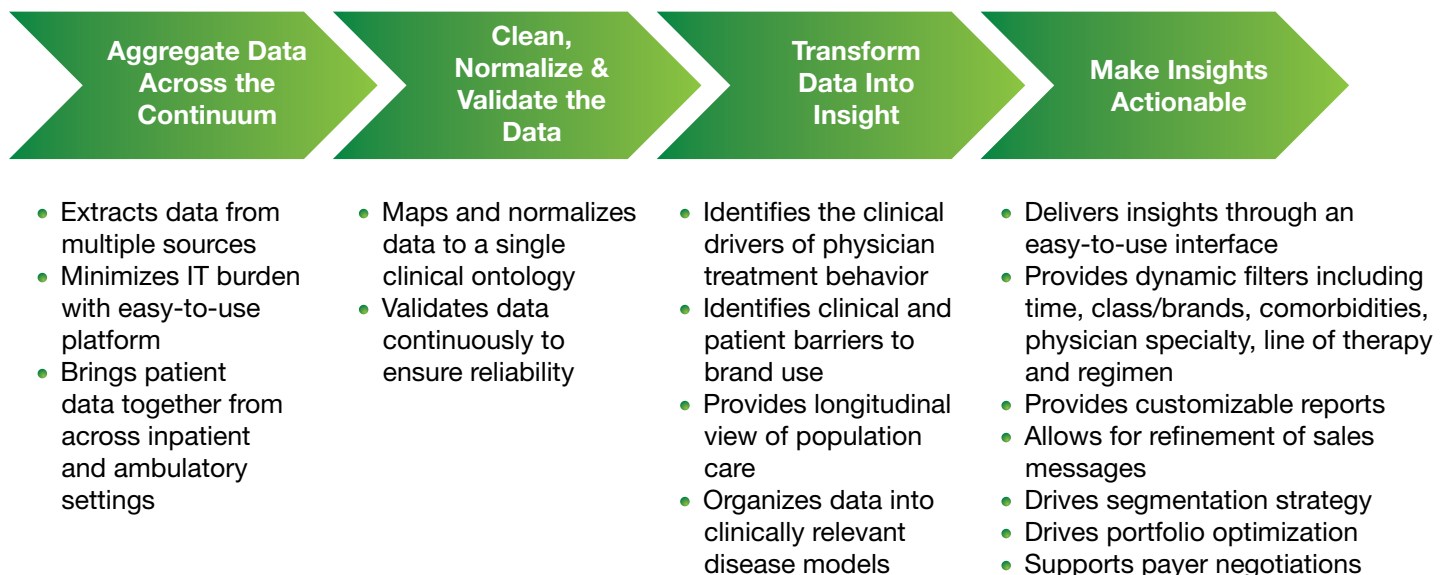
From launch planning to launch tracking to market segmentation to comparative effectiveness, there are time sensitive opportunities for growth. In order to grow however, you need a comprehensive data solution that provides a detailed view of physician, patient and hospital behavior over the entire lifecycle of your brand.

Humedica's data acquisition model starts with the providers of care. We aggregate Electronic Health Records (EHR) data directly from providers, integrating multiple EHRs from across the continuum of care, both inpatient and ambulatory. We capture a comprehensive clinical picture that includes medications, lab results, vital signs, physician notes, diagnoses, procedures, demographics, hospitalizations, and outpatient visits. Once aggregated, we spend a substantial amount of time normalizing it to ensure compatibility and accuracy. The data is then de-identified. The end result is that we provide you with unparalleled clinical insights into how physicians are adopting your brand and your competitor's brands clinically.

Humedica's Unique Platform

Humedica's NorthStar™ goes beyond traditional transactional databases and anecdotal market research. Our clinical intelligence platform is designed to offer in-depth insights into clinical drivers of care. By integrating detailed data from multiple clinical and financial systems, life science organizations can unlock data in the EHR in ways never before available.

Perhaps most compelling is our platform's natural language (NLP) processing analytical capability, which provides a view into both prescriber decisions and patient behavior by mining and extracting relevant physician and nurse notes.



How Humedica NorthStar™ can help you

Humedica NorthStar™ provides a longitudinal view of population care, which allows you to develop and modify brand and commercial strategies, measure comparative effectiveness, and provide forecasting metrics.

- **Develop and modify brand and commercial strategies:**

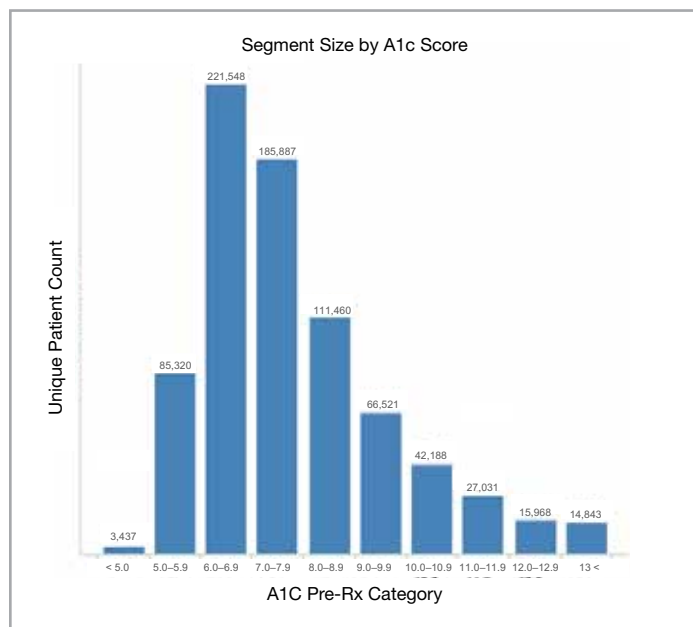
- Optimizes patient targets based on real world clinical metrics
- Microsegments your physician targets
- Develops value statements for formulary access
- Targets physicians based on clinical patient profiles
- Optimizes messaging to physicians leveraging clinical data
- Mines physician notes for real world clinical insights
- Identifies clinical drivers of care

- **Measure comparative effectiveness:**

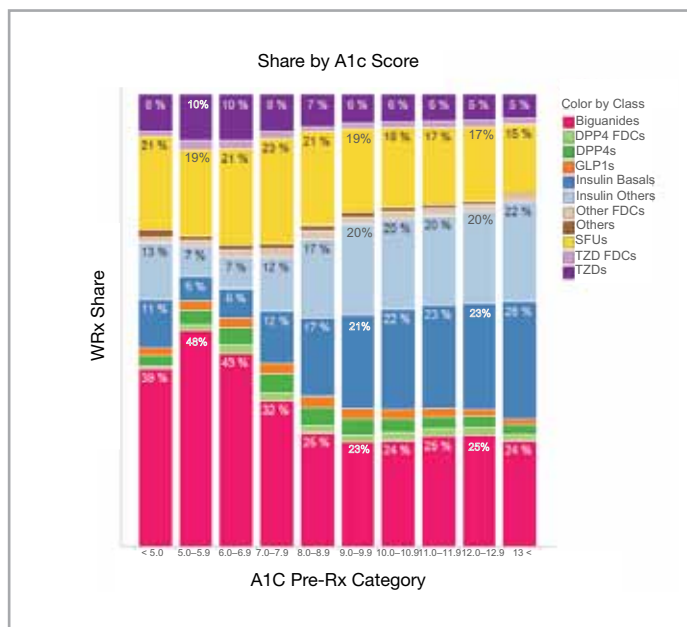
- Measures data across continuum of care and captures disparate data including lab results, vital signs, physician assessments and notes
- Measures and compares brand effectiveness
- Provides rapid feedback
- Allows redeployment before niche paradigm takes hold

- **Provide forecasting metrics:**

- Tracks and benchmarks forecasting trends and goals
- Informs patient flow modeling
- Drives portfolio optimization



Humedica NorthStar provides view of the number of unique diabetic patients that fall within each A1c level



Humedica NorthStar provides view of market share by medication class for each A1c score range.

Humedica is the foremost clinical intelligence company that provides private cloud-based business solutions to the healthcare industry. Humedica's sophisticated analytics platform transforms disparate clinical data into actionable, real-world insights. Powered by the largest and most comprehensive clinical database, Humedica solutions move beyond claims data to offer a more complete, longitudinal view of the patient population. Through its award-winning solutions, Humedica empowers its partners and customers to make confident, value-based decisions about patient care in a rapidly changing health care market.



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