Lab Data for Commercial Targeting

Effectively Target Providers Using Accurate, Comprehensive Lab Data

MMIT's Lab Data for Commercial Targeting provides a proactive, economic, precise, and comprehensive solution to help manufacturers promote their therapies to specific providers using lab test results before a diagnosis or prescribing decision is made.

Get your commercial team in front of providers before a diagnosis is made or a medication is prescribed.

Identify physicians who are ordering select diagnostic tests so you can proactively target them.

Deploy field sales teams to prioritized physicians based on weekly testing alerts.

Correlate patient incidence rates to testing rates by ZIP code to identify physicians who require education.

Track all providers (NPIs) who are testing and diagnosing positive patients.

Evaluate the full market potential of your therapy with demographic analysis.

Understand volume of patients managed by treatment centers and specialists.

Real World Data Triggering

MMIT's comprehensive real-world data assets, including Lab Data (refreshed daily), Claims Data (refreshed weekly) and Coverage Data, provide a 360-degree view of providers and patients. Put together, you can provide field sales teams and programmatic advertising agency partners with aggregated alerts for proactive physician targeting and patient identification before a prescribing decision.

1. Claims and Rx Data

MMIT's medical and pharmacy data allow companies to define a patient cohort, including date of diagnosis, time to treat, cost of care, treatment team and length of treatment.

2. Lab Data

MMIT's Lab Data tracks critical events such as biomarkers and targeted therapies, disease progression (cancer antigen testing), and adverse event management.

3. Coverage Data

Our coverage data offers insights into the top formularies, covered lives, and coverage uptake of key payers, employers, and PBMs by region.

Our coverage data offers insights into the top formularies, covered lives, and coverage uptake of key payers, employers, and PBMs by region.

30b+	**210m+**	**500m+**
Clinical Transactions	US Lives	Diagnostic Test Results Per Month

---

Smoothing and Simplifying
Access to Therapy

MMIT solves the what and why of marketcaccess, helping to move therapies from pipeline to patients.

CONNECT TO LEARN MORE