# PROVIDER TARGETING THROUGH LAB DATA

Effectively target providers using accurate, comprehensive lab data

## About Provider Targeting Through Lab Data

Using lab data to target providers helps pharmaceutical manufacturers identify caregivers with relevant patient populations before a treatment decision has been made and a claim has been filed. But lab data can be expensive, messy and complicated to analyze, with different data structures depending on the lab. This can mean a high-cost investment per lab data purchase and additional work to normalize the data prior to use for physician targeting.

**MMIT provides a proactive, economic, precise, and comprehensive solution that can help manufacturers promote their therapies to specific providers using lab test results before a diagnosis and/or prescribing decision is made.**

Data includes nationwide coverage tests ordered by top health systems and 3 out of the top 4 commercial labs.

Solution provides a normalized and timely count of unique patients diagnosed using indication-specific tests ordered by specific physicians.

Customers can access a more economic and efficient solution than buying lab data from independent labs for analysis.

Lab data can be linked with claims and coverage assets for RWD applications, such as alerts for proactive physician targeting.

## Leveraging Lab Data for Provider Targeting

**1** | Identify physicians who are ordering select diagnostic tests to proactively target them with brand promotions.

**2** | Identify patients who test positive for target diagnostic tests.

**3** | Identify which physicians are prescribing, or not prescribing, tests that would result in the use of your drug, so that targeted physician education campaigns can be conducted.

MMIT's lab partner is connected to **20,000** diagnostic ordering locations and analyzes more than **500 million** real-time results per month across more than **1 million** ordering providers.

## MMIT IS 100% FOCUSED ON THE CLIENT EXPERIENCE

Senior-level experts aligned to your brand strategy and a dedicated liaison to support the tactical business needs of your internal stakeholders.