

WHY MMIT?

Our **Lab Data** offering provides better longitudinal tracking of patients who are tested at reference laboratories, inpatient hospital settings, and outpatient community sites.



Identification of NPI's

The number one differentiator of MMIT's Lab Data is the ability to identify net new NPI's for manufacturers, even when the brands are large and established.



In a recent head-to-head comparison with a Trigger program run by a large claims data company, 87% of the NPI's within MMIT's data were not available through the large claims data company program.



Fastest Delivery Times In the Industry

MMIT can deliver over 50% of the lab data within 24 hours, with the entire data set with zero lag for more than 48 hours.



Exclusive Access to Comprehensive Data

MMIT partners with 3 of the top 4 reference laboratories and is in active negotiations with the 2nd largest lab in the country. We also collect data from direct contracts with over 100 of the largest hospital and health systems in the US.

We normalize these sources to a common data model to generate the largest lab data asset in the country.

We Provide a Complete, Cost-Effective Solution

The depth of MMIT's lab data is second to none, driven by a negative supply chain cost. Major labs and hospitals buy our workflow software, and the data is a byproduct of the service we provide. For this reason, we have access to the full data lake of our lab partners. While other lab vendors charge per test, which can be costly, MMIT sells by indication. What's more, MMIT is able to sell every test in the patient history, which often times can be 1,000-2,000 tests in a three-year window. This full history provides a complete picture of overall patient health, comorbidities, and biomarkers. In addition, this negative supply chain cost often allows us to charge very affordable rates, relative to the number of labs and hospitals within our data.



Access to Proprietary Data Via Workflow Tool

MMIT collects test orders and results via a workflow tool deployed at over 20,000 ordering locations. This workflow tool provides recommendations to doctors on which tests are relevant for a specific disease, ultimately helping the labs drive revenue and sell more tests at the point of care. Because our workflow tool generates revenue for the lab and hospital system, we are able to capture proprietary data not sold on the market today from major hospitals.



Exceptional Match Rate & Bridging Capabilities

MMIT can share de-identified tokenized patient-level lab data. We are also part of the Datavant network. Our match rates are often in the mid-90s with many major claims providers because of granularity of our lab data. Our large bridging team can help link lab & claims data with our Payer Coverage data and proprietary Dedham Pathway data, which can help to identify where access barrier exist.



Ability to Link with MMIT's Other Real World Data Sets

MMIT's Lab Data can be paired with our Claims Data and Coverage Data assets for Real World Data applications. By combining our Claims Data (refreshed weekly) and Lab Data (refreshed daily), we provide field sales teams and their programmatic advertising agency partners with aggregated alerts for proactive physician targeting and patient identification before a prescribing decision.



Trigger Alerts to Assist with Targeting HCPs

With claims data, MMIT can help companies identify people living with a condition. And using lab data, MMIT delivers triggers to identify patients who are being tested and receiving results that could lead to a diagnosis. These proactive alerts can aid pharma companies in prioritizing specific specialty physicians who have the highest potential to prescribe your therapy because they are in the process of diagnosing and treating a target patient.

MMIT's industry leading daily lab alerts help your teams **identify and reach physicians when it matters the most**, just prior to a prescription decision, to deliver your life saving therapies to a patient in need of them.