

# Power Your Launch with Real-World Data



MMIT has the real-world data your team needs to understand HCPs and physicians. Our new Lab and Claims data solutions provide medical device manufacturers insight into what diagnostic tests are being ordered and which HCPs are treating patients that could benefit from their device.

## Claims Data

Understanding the patient journey is easier when you have the full picture of physician behavior. With MMIT's new Claims database, you will gain insight into the process HCPs took to prescribe your device and help locate the patient populations that matter.



### Depth & Breadth

- **300m+** US Lives
- Coverage of:
  - **85%** Commercial Medical Claims
  - **100%** CMS Covered Patients
  - Patient Age, Race & Gender
  - Full US Census Integration
- Includes complete set of:
  - ICD-10 • CPT • HCPCS • Rx • J
  - NDC • Z Modifiers



### Data Sources & Methodology

- Data is Sourced from:
  - CMS
  - Insurance companies
  - Clearing houses
  - Specialty/Retail pharmacies
  - Hospitals
  - Other data vendors
- Patients are de-duplicated and tokenized for longitudinal tracking



### Timeframe

- 2017-present:
  - **60%** of patients have 2+ years of data
  - **40%** of patients of 5+ years of data



### Data Updates

- Data is refreshed weekly
- Latency period is 1-2 months



## Lab Data

MMIT's **Lab Data** is a comprehensive solution that helps medical device manufacturers promote their product to specific providers using lab test results before a diagnosis or prescribing decision is made. Leverage this database to understand what tests are being ordered to lead to product utilization.



### Timeframe

- 2017-present:
  - **50%** of patients have 2+ years of data
  - **30%** of patients of 5+ years of data



### Data Updates

- Data is refreshed daily
- Latency period is 24-48 hours



### Depth & Breadth

- **300m+** US Lives
- **30b+** clinical transactions
- **500m+** diagnostic test results per month
- **177m+** lab patients with linked claims
- **200m+** test results from in-patient hospitals



### Data Sources & Methodology

- Data is Sourced from:
  - **3 of the top 4** National Reference Labs
  - **100+** Hospitals / Health Systems
- Patients are de-duplicated and tokenized for longitudinal tracking
- HIPAA compliant & Hi-Trust certified

Interested in learning more? Connect with MMIT to learn how our Lab and Claims data can help power your launch.

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