MMIT
a norstella company

Real-World Data that Reveals the Best Path to Access

Data is only powerful when it's actionable.

At MMIT, we analyze massive real-world datasets and translate the results into insights your team can use. Our RWD Insights offering is powered by NorstellaLinQ, the industry's first fully integrated data asset combining open and closed claims, lab results, and both structured and unstructured EMR data with clinical and commercial intelligence.

If you're thinking that's a lot of data, you're absolutely right—but you don't need to comb through it on your own. We start with your business questions and use AI, natural language processing and data science to generate actionable results, from identifying the right cohort to uncovering hidden access barriers.

We prioritize the most valuable findings for your brand and help you interpret them—while making sure you have enough information to determine your next best move.

With RWD Insights, you can answer questions like these:

Market Landscape and Segmentation
What's the current volume and market share of all products within a therapeutic area, and how have they trended over time? How are physicians distributed by specialty, and what is each specialty's claim volume? How do patient demographics, prescriber volume, NPIs, and claims vary by geographic location?

Payer Impact and Utilization
How does payer behavior impact access to treatment? Which accounts should you target based on claim volume, covered patients, and coverage restrictions? What are the major payer pull-through opportunities based on utilization? How many claims are rejected or dispensed for each product in a market basket?

Patient Cost and Reimbursement
How have out-of-pocket costs changed over time, and how do factors like patient type and therapeutic area impact these costs? What's the median copay by coverage status? How does patient cost affect patient volume and refills by drug? What is the average copay and patient cost of abandoned claims, by brand?

Patient Insights
How do patients progress through diagnosis, treatment and testing? How long do patients stay on treatment, and does this vary by therapy? What are the most common treatment regimens as patients progress to another line of treatment? How has the utilization of treatments by line of therapy changed over time?

Pathways Insights
What's the overall positioning for your brand and its competitors across all providers? Which providers have adopted a specific clinical pathway, and which pathways limit physician preference? What's the distribution of on-pathway vs. off-pathway patients? How does positioning vary at a provider account level?

Expert Guidance Each Step of the Way
Unlike other vendors, we won't leave you with more data than answers. Our comprehensive real-world data is already deidentified, harmonized and integrated, which means we can move quickly to analyze your business questions. Most clients can have the answers they need within just a few weeks.

Transform Real-World Data Into Actionable Insights

Let's get started. Connect with our RWD Insights team today, and see how our longitudinal data assets can illuminate your brand's path forward.

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