

# Making data possibilities a reality

June 2018



Health care in 2018:

The defining trend is

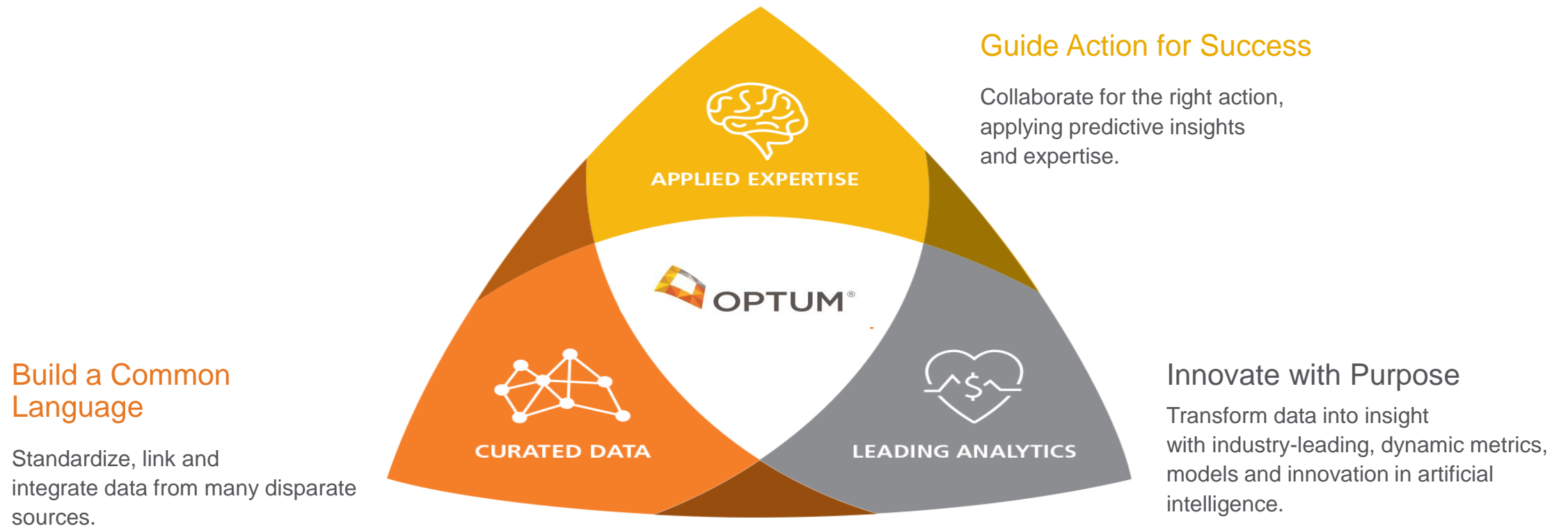
# CHANGE

**“The momentum towards a digital future is gathering pace.”**

—The Economist: A Digital Revolution in Health Care is Speeding Up, March 2017

# Powering intelligence across the health care system

## HEALTH CARE INTELLIGENCE





How do we employ health  
care intelligence to solve  
real world problems?

# Business environment for health care companies

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## Product development challenges

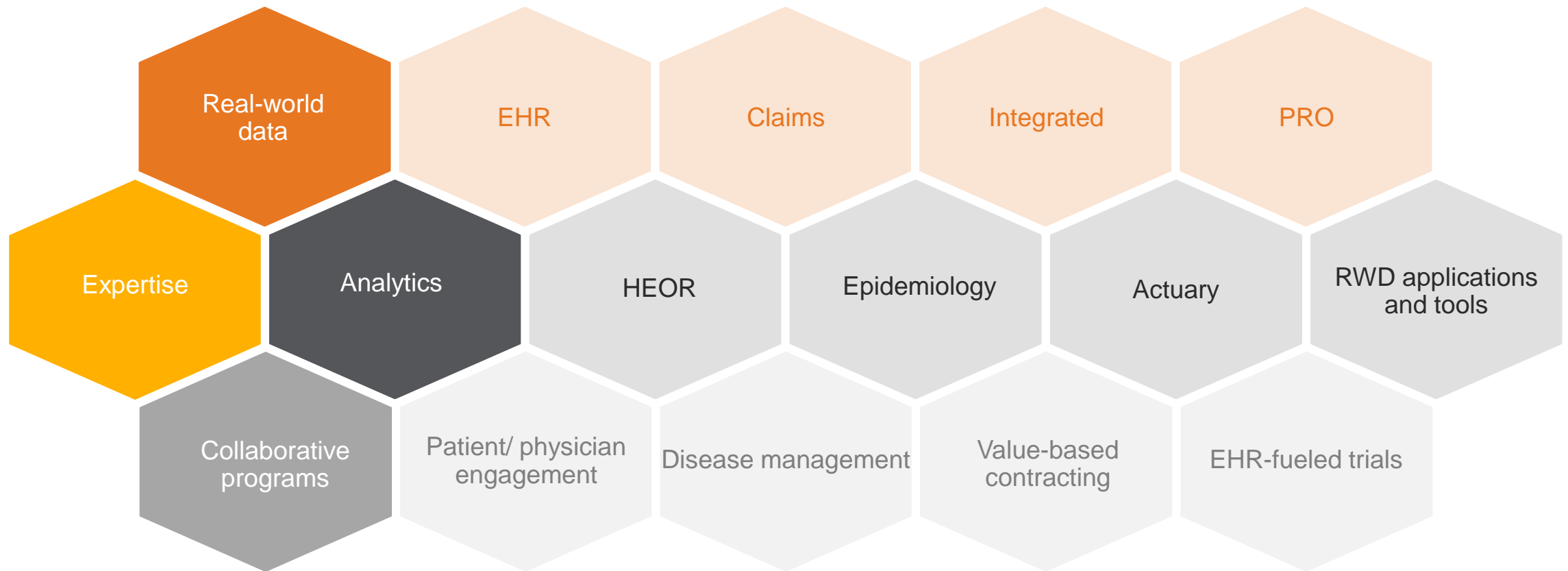
- Dynamic healthcare environment, diverse reimbursement requirements
- Developing a differentiated product value strategy in increasingly generic and competitive markets
- Selecting study endpoints that will convince stakeholders of the products price/value position
- Aligning clinical and commercial objectives early to support pricing and generate promotable claims
- Analyzing and assembling evidence from multiple data sources and geographies to support launch

## Commercialization challenges

- Bridging pre-launch data with real world evidence post-launch
- Operationalizing big data and emerging technology for competitive advantage
- Managing payer demands to provide ongoing comparative data and value assessments
- Reacting to policy or payer actions such as mandatory price cuts
- Expanding the value of products into new indications and populations
- Evaluating the market effects of new entrants or patent expiries

# Optum capabilities and expertise

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# Insights from big data

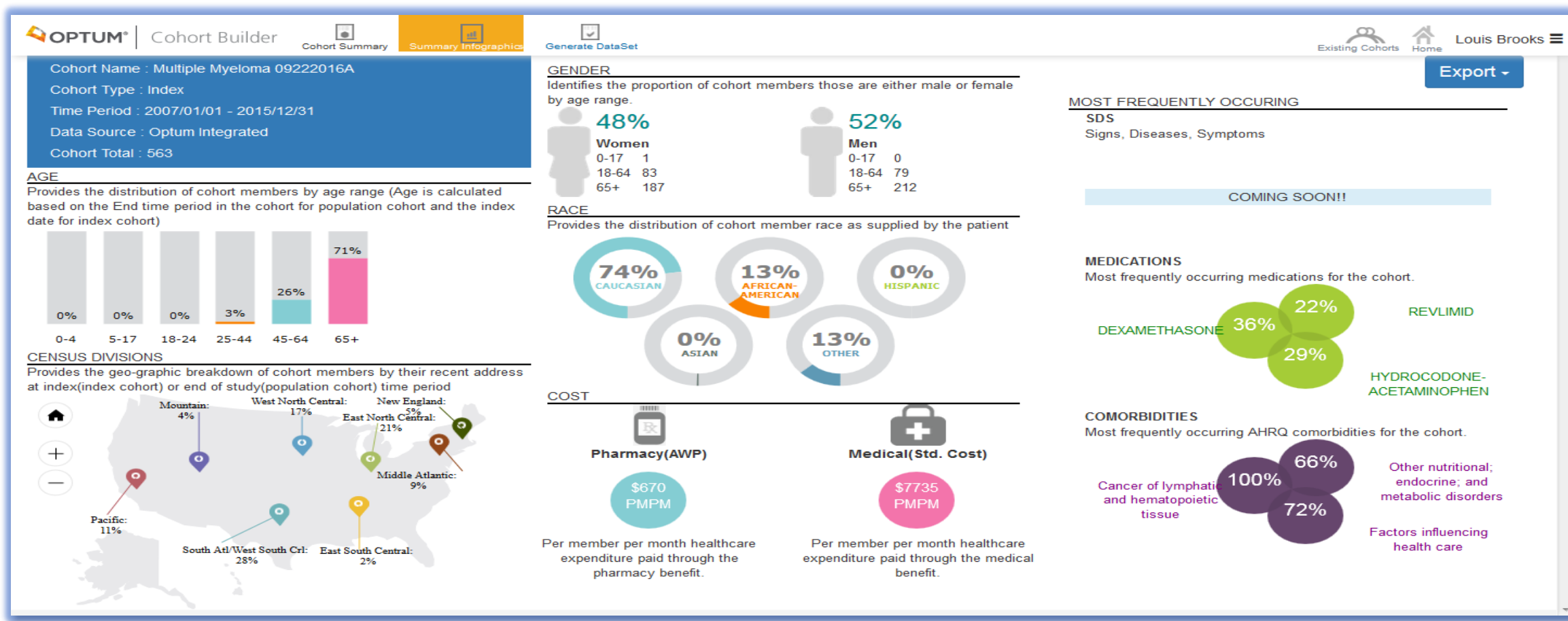
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- OPTUM Life Sciences and The Lewin Group conducted a study on behalf of NIH to examine the association between the measles-mumps-rubella (MMR) vaccine and autism spectrum disorders (ASD). No association was found.
- Results received national attention:
  - Published in JAMA
  - Jain AJ, Marshall J, Buikema A et al. Autism Occurrence by MMR Vaccine Status Among US Children With Older Siblings With and Without Autism. JAMA, 2015, 313 (15).
  - Article received record-breaking number of hits online and was highly cited
  - Picked up by the Associated Press

# Cohort Builder results

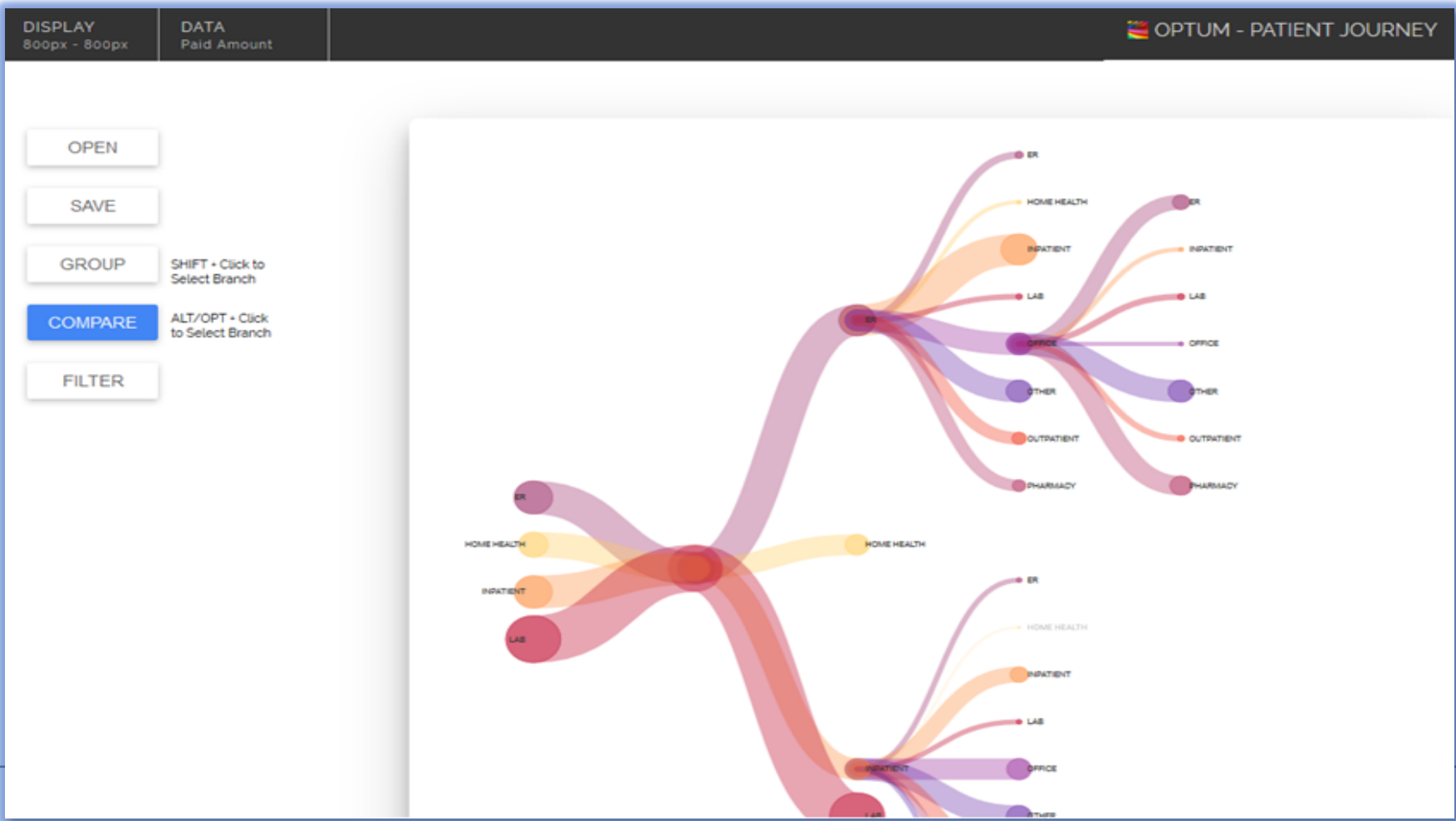
## Cohort Infographic





# Patient Journey results

## Patient Journey Detailed Analytics



# Inpatient Grouper – Designed for Brazilian market to group clinically homogenous admissions

