



DRG Commercial Analytics 360

Imagine a world where every data point transforms into actionable wisdom.

Harnessing the power of integrated real-world data and analytics to gain a competitive edge in the dynamic U.S. healthcare provider market can be your reality.



Navigating the complex U.S. healthcare market

Staying ahead in a rapidly evolving landscape



Widespread and ongoing consolidation

Corporate ownership expands stakeholders and changes how purchasing decisions are made



A high-stakes opportunity

The shift to ASCs and other non-hospital sites of care translates to a lucrative opportunity for the companies who can demonstrate an understanding of the factors driving ASC purchasing and partnering decisions.



Adapt or risk failure

Without adaptive strategies, success and major contracts are out of reach, risking exclusion from large segments of the market.

60%

60% of medical practices are now corporation-owned,¹ a dramatic shift from the early 2000s when over 60% were physician-owned.²

\$3B

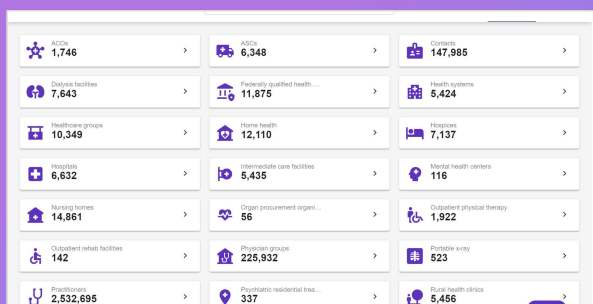
Joint replacements in ASCs cut costs by \$3 billion and reduce hospitalizations by 500K annually, per a UnitedHealth group study.³

Commercial teams need to answer critical questions to compete



Gain clarity with connected data and powerful analytics from Commercial Analytics 360

A real-world data driven analytics solution to navigate the complex U.S. healthcare provider landscape and increase commercial effectiveness



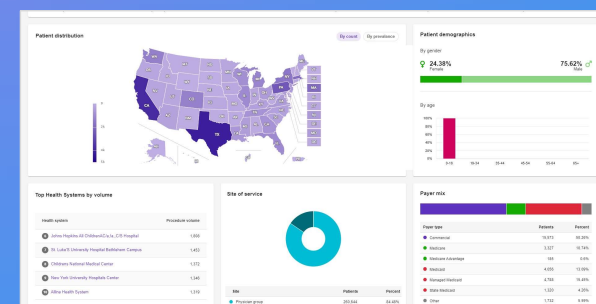
Actionable intelligence

Seamlessly integrated healthcare provider data and analytics deliver noise-free, tailored intelligence on who is treating your target patients, their affiliations across provider networks, and where procedures are performed, across all facility types.



Easy-to-use enterprise solution

Intuitive self-service platform with targeted search and analytical capabilities to support the entire commercial organization, from developing a nationwide commercial strategy to field sales territory planning.



360° Market Visibility

Commercial analytics with modularized claims and code groupings to align with your specific market definitions, enabling accurate market sizing, discovery of new and untapped opportunities, and efficient resource allocation.

Spend less time wrangling data and focus more on optimizing for commercial success

Why partner with Clarivate

ACCURACY



We take extra steps to provide an accurate and complete view of your market segments, by grouping procedures by type, to eliminate duplication from counts by code, for an accurate picture of procedure flow.

[See more on how we count procedures, not codes](#)

DEPTH AND BREADTH



Our extensive data repository integrates data from several sources, including our industry-leading real-world data, for a holistic and detailed view of all stakeholders and facility types, uncovering market opportunities.

EXPERTISE

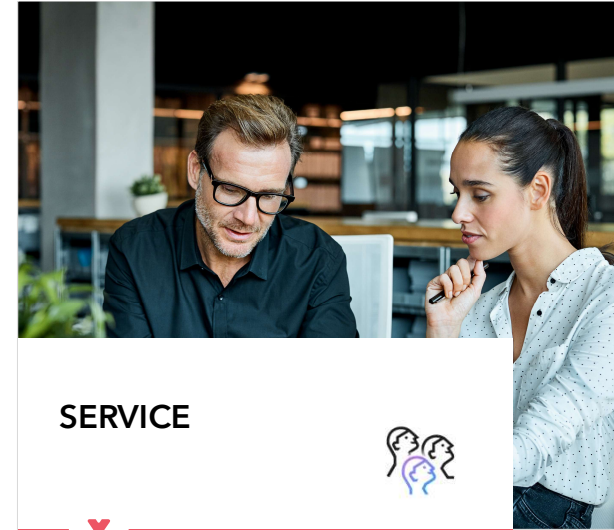


In-house expertise in Medtech, U.S. healthcare, medical coding, and data science are available to our clients. These experts analyze and tailor extrapolation methods to capture nuanced variations across market segments.

SERVICE



Our client service philosophy centers on collaboration throughout planning, analysis, and communication. This commitment to service is evident early on, as our coding experts consult with you to define your procedure code groups.



Targeting more effectively with CA360 on Healthbase

Bringing together targeting lists and their affiliations network

Insight

Sacral neuromodulation (SNM) is a surgical procedure that uses a small battery to stimulate the nerves that control the bladder and bowel. It's used to treat incontinence and other conditions that affect bladder and bowel control. Dr. Chris W Taylor is one of the top physicians to implant SNM in 2023.



Action



With additional data on facility and practitioner IDNs with network affiliations, the client identified that this doctor had connected with twice as many patients (292 fecal incontinence individuals) in 2023 as they had implanted SNM (148 procedures). This doctor was a high priority target for the client. They also saw that Dr. Taylor shared patients with another OBGY Dr. Smith and using CA360 were able to easily increase their ROI on this targeting connection.

Healthbase

Practitioner
Chris W Taylor

OverviewMedical claimsAffiliations

General Information

Health system affiliation
CHRIS TAYLOR COSMETICS

Address
1425 Rock Springs Rd,
Harrison, Arkansas - 72601

Phone
+1 870-741-4124

County
Boone County

Specialization
Obstetrics & Gynecology

Shared patients
In the last 6 months

PractitionersFacilities

Destination practitioner	NPI	Shared patients	Total patients
1 Garry M Melton	1477592368	4	4
2 Winston Clark Bruce	1346412749	3	7
3 William Corey Smith	1184063182	3	480
4 Lindsey M Reichert-Gully	1851586838	1	190
5 Martin Wesley Cain	1427024405	1	133

Physician NPI	Physician Name	Specialty	Year	Total Non-Medicare Procedures
1215903257	CHRIS W TAYLOR	OBSTETRICS & GYNECOLOGY	2023	148

Procedure volume
474
in the last 12 months

Revenue
\$ 2.21M
in the last 12 months

18. Symptoms, signs and abnormal clinical and laboratory findings, not elsewhere classified (R00-R99)

R10-R19 Symptoms and signs involving the digestive system and abdomen (R10-R19)

R15 Fecal incontinence

Code(s)	Description	Scores
R15.0	Incomplete defecation	100%
R15.1	Fecal smearing	100%
R15.2	Fecal urgency	100%
R15.9	Full incontinence of feces	100%

Now a more actionable insight using the integrated platform

Targeting more effectively with CA360 on Healthbase

Quality metrics

Insight

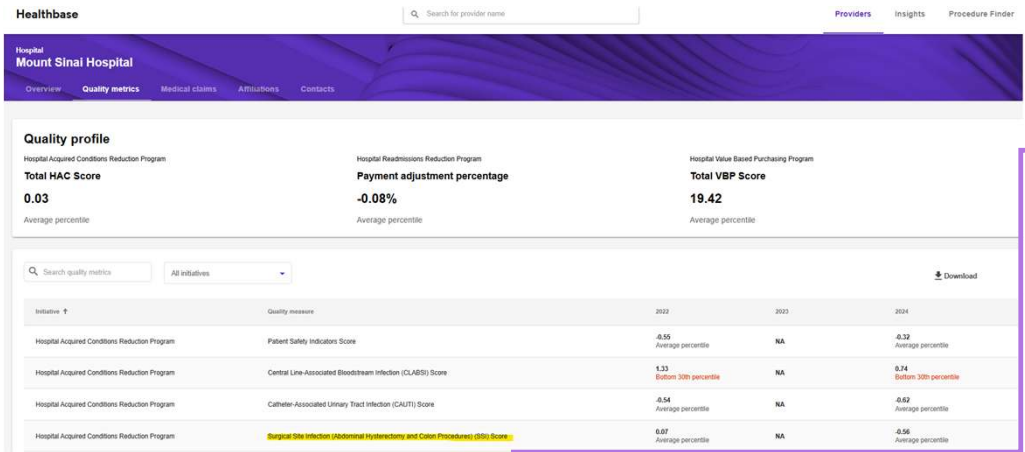
The spread of drug-resistant pathogens, known as antimicrobial resistance (AMR), is a growing public health concern. AMR occurs when bacteria, viruses, fungi and parasites change over time and no longer respond to antibiotics or other antimicrobial medicines. As a result, common infections that we used to treat easily – such as pneumonia or tuberculosis – become increasingly difficult or impossible to treat.



Action



With additional data on facility quality metrics, clients can prioritize accounts not only on total intubations or related procedures (from CA360), but also which facilities have lower Surgical Site Infection (SSI) scores. From here clients can provide physician education and related materials on how their products/technology can help the facility achieve a better score and cost savings.



Cleveland Clinic	Hospital	Cleveland Clinic	Cuyahoga	Cleveland	Ohio	0	12,830
Mount Sinai hospital	Hospital	Mount Sinai Health Syste...	New York	New York	New York	0	11,031
NYU Langone Tisch Hospital	Hospital	New York University	New York	New York	New York	0	10,912
St. Francis Hospital	Hospital	Catholic Health Services of...	Nassau	Roslyn	New York	0	8,595
Methodist Hospital	Hospital	Methodist Healthcare Mini...	Bexar	San Antonio	Texas	0	10,118
NewYork-Presbyterian Weill Com...	Hospital	NewYork - Presbyterian He...	New York	New York	New York	0	7,093



Now a more **actionable insight** using the integrated platform

"Understanding the data has helped to shape our strategy, instead of chasing competitors, we're now looking at clinicians differently. The data is helping to change our conversations with physicians to include the business leaders of healthcare systems."



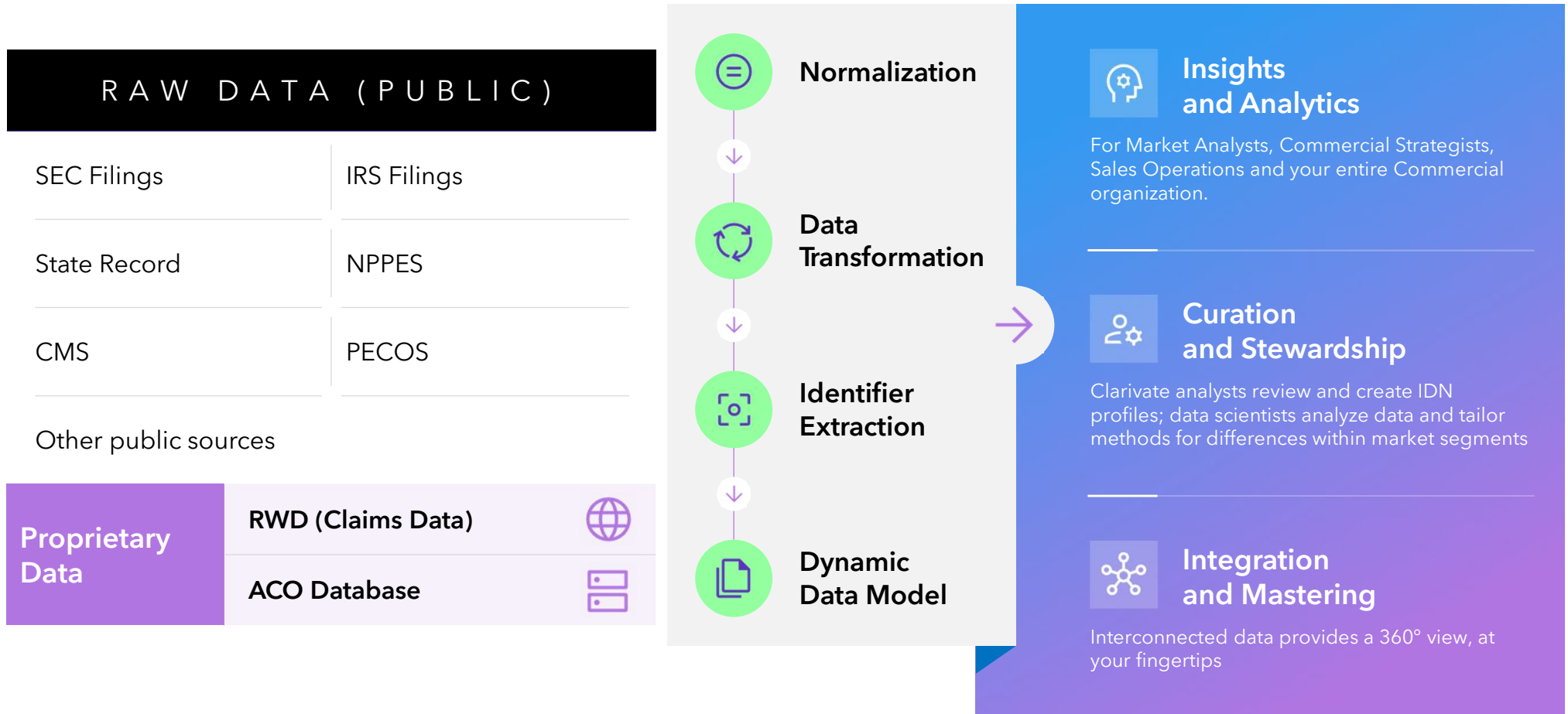
THEO MCCORMICK

Senior Manager Pricing & Analytics, Bioventus, Inc.

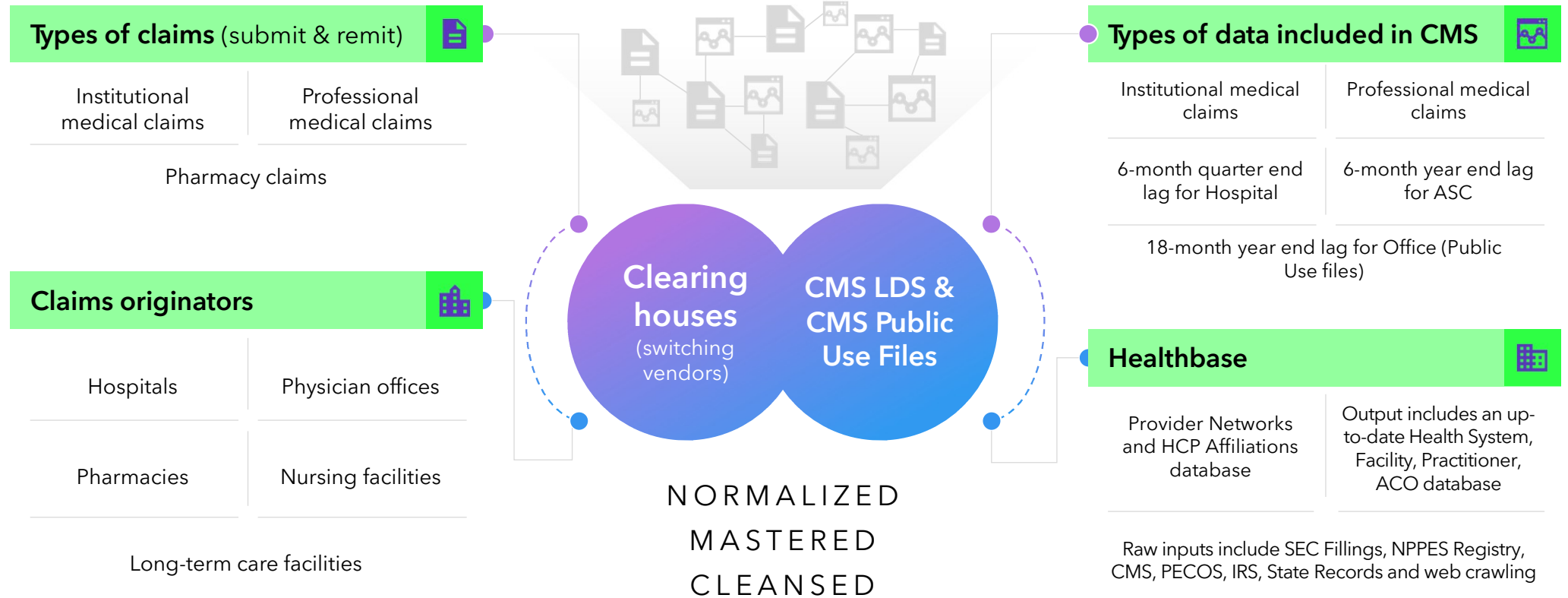
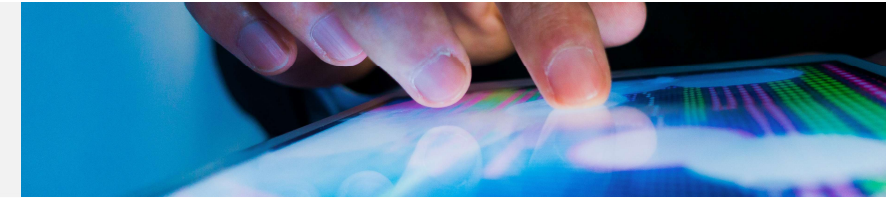


Integrated data sources provide a holistic view of the provider landscape

Tap into our industry-leading real-world data repository



Commercial Analytics is powered by Clarivate's real-world data repository



PROCEDURE FINDER

We help clients quantify the Market by avoiding “double counting” procedures

Multiple claims are received for the same procedure (patient and date of service). Facilities, operating physicians, attending, referring physicians would all bill for services rendered. **Clarivate** takes the extra step to avoid any double counting of claims.



Procedure Type	Code	Code Type	Description	Facility	Physician listed on claim	Date
Lumpectomy	0HCV0ZZ	ICD10 PCS	Extirpation of Matter from Bilateral Breast, Open Approach	NYU Langone	Attending physician	2022-12-01
Lumpectomy	0HBV0ZZ	ICD10 PCS	Excision of Bilateral Breast, Open Approach	NYU Langone	Attending physician	2022-12-01
Lumpectomy	19125	CPT	Excision of breast lesion identified by preoperative placement of radiological marker, open; single lesion	NYU Langone	Operating physician Dr. Amber Guth	2022-12-01

Claims will include multiple codes (CPT, HCPCS, ICD 10 PCS, diagnosis codes) in order to describe services rendered for the payor to provide appropriate reimbursement.

Clarivate de-dupes any double counting from counting procedures by **code** and instead groups procedures by **type** for an accurate market picture of procedure flow.



Counted as **1 Procedure** for Lumpectomy

Extrapolation Methodology

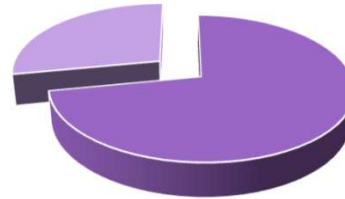


The Commercial Analytics 360 extrapolation methodology begins by stratifying the sample to get top line national totals followed by account and practitioner level clustering to redistribute volumes.

- 01 **Split sample** into CMS (Traditional Medicare) and Commercial claims

Consider age, gender, insurance channels

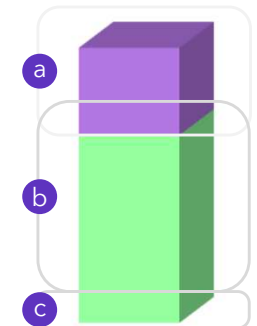
- All Patients in data set
- Procedure of Interest



- 02 What is the state and demographic prevalence of this procedure within Clarivate dataset?

- a CMS data*
- b Clarivate data repository
- c Extrapolate

■ CMS ■ Commercial

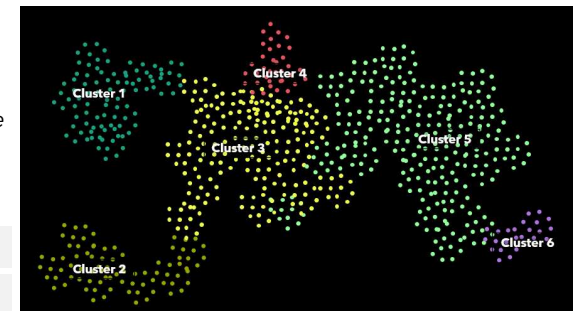


- 03 **Clustering accounts by bed sizes and procedure volumes**

Attach additional volumes to each facility and physician based on the assigned weight calculate via the clustering algorithm. Volumes are added to existing accounts in the data where sample data is available. Accounts with no sample volume for the market of interest are excluded in the final output.

Weights that impact Facility Clustering

Number of Operating Rooms	Sample Volume
Number of Operating Physicians	Bed Size



Extrapolate each demographic segment to its corresponding segment of the state's total insurable population. Available measures include (but not limited to): variance, standard deviation, confidence interval (by account).



Healthbase delivers the valuable provider intelligence you need to reach your target patients.



Expanded insights into healthcare entities

- Expanded financial information
- Quality Metrics and Value Based Initiatives
- Transplant facilities and their programs
- Clinical lab accreditations and test numbers
- Patient demographics



Search markets according to your unique view of the procedural landscape

- Identify your key accounts and stakeholders to optimize salesforce deployment and maximize commercial value
- Locate areas of targeted interest based on disease state, or procedure code(s)
- Find procedures or diagnoses relevant to your product



Integrated data from the vast Clarivate repository

- Real-World Data - expertly curated, gold-standard medical claims data
- Cortellis Clinical Trials Intelligence - insights into clinical studies by facility
- Commercial Analytics module to filter by highest volume accounts and practitioners
- And even more integrations in development!

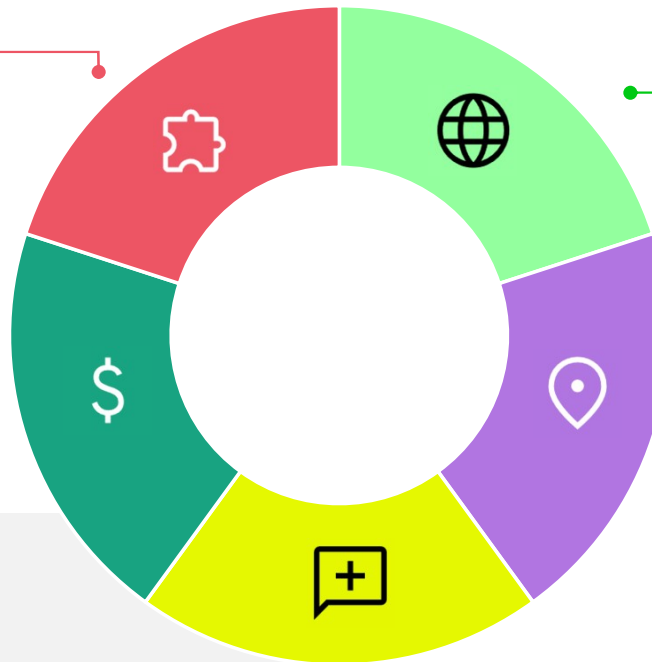
IDN profiles and segmentation tool

Available on Healthbase

Segmentation tool captures all data points and ratings for:

Provider alignment
Employed physicians
Clinically integrated network
Centralized protocols procurement

Reimbursement
Higher risk-tolerance
Acting as insurer - 'payvider'
Leverage over clinician / patient behavior



Continuum of care
Urgent care to post-acute care
Wide scope of procedure and therapies
Patient containment

Emerging therapies
Convenient points-of-access
Broad acute-care presence
Leverage with payers

Clinical integration
Active protocol monitoring/ enforcement
Unified, integrated EMR
Specialty pharmacies alignment
Ability to influence outcomes, efficiency

- **10** largest national IDNs
- **200** largest and most influential IDNs by state
- Insight into payer share and ACO contracting impact on each IDN's reimbursement strategy
- Analysts are available to answer questions on analysis



Think forward™

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