



Healthbase (beta)

Unleashing connected insights for an interdependent healthcare market

Navigating the complex Healthcare Market

Core challenges

- 1. Complex Landscape:** Healthcare encompasses a vast range of organizations, providers, affiliations, and diverse patient populations
- 2. Data Accessibility:** Reliable, up-to-date healthcare data can be hard to find, costly, and often lacks breadth
- 3. Data Synthesis:** Combining and analyzing data from varied sources is a demanding process, prone to errors and high expenses

60%

Complex Patient Population: Chronic diseases affect approximately 60% of U.S. adults, presenting varied treatment and adherence challenges¹

88%

Data Integration Hurdles: 88% of healthcare leaders cite integrating data from varied sources as a significant obstacle²

Charting a new direction

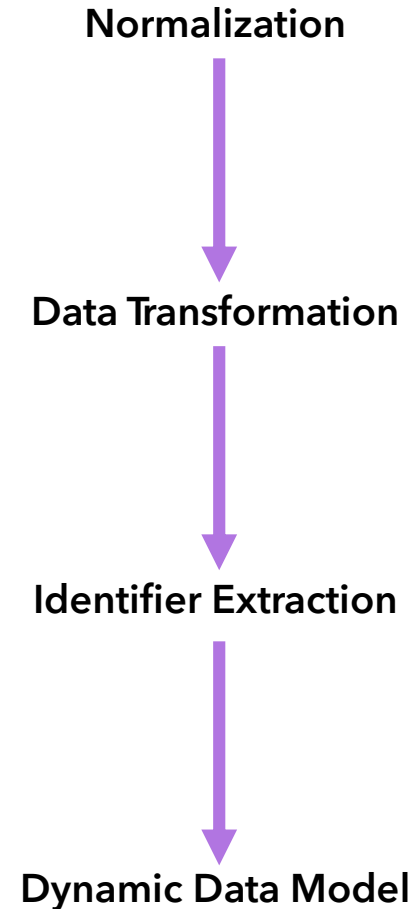
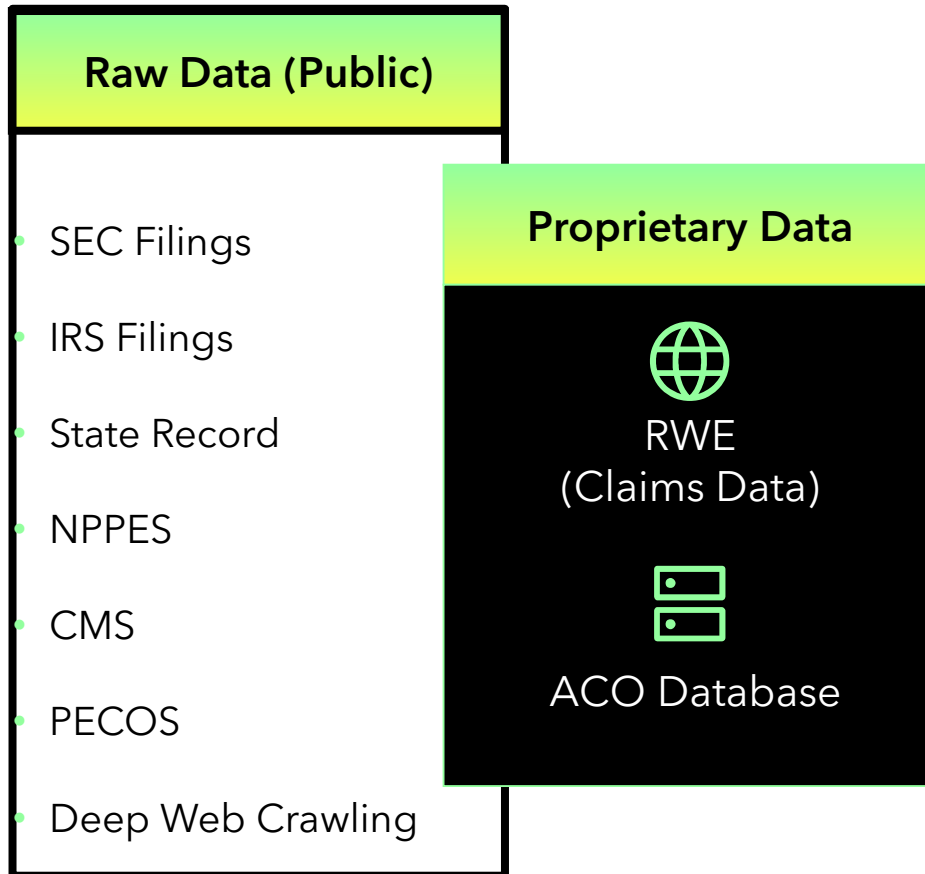
Clarivate envisions a healthcare landscape where our clients can **seamlessly integrate and analyze diverse, vital data sources**—from hospitals, providers, and prescribing habits, to patient populations. Unlike other sources of data that can be overwhelming and noisy, we offer **actionable intelligence** tailored to each client's unique needs.

Using advanced methodologies and cloud technologies, we empower healthcare organizations to **transform intelligence into strategic decisions**, allowing them to navigate the complex market landscape with increased agility, efficiency, and confidence.

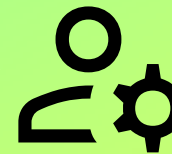


Actionable, data-driven insight into the intricate healthcare landscape is crucial to ensuring our product or therapy reaches and improves the life of every single potential patient.

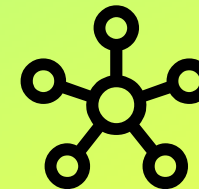
Integrated data sources provide a holistic view of the provider landscape



Insights and Analytics
For Account Managers,
Market Analysts,
Commercial Targeting



Curation and Stewardship
Clarivate analysts review
and create IDN profiles



Integration and Mastering
Interconnected data
provides a 360° view.

Healthbase offers unparalleled and interconnected data providing visibility into specific provider types and their patient populations

- 1** Frequent updates surpassing competitors for up-to-date information
- 2** Searchable claims data and all-inclusive view of all provider types, at no extra cost
- 3** The most accurate and robust affiliations data available, maintained by experts
- 4** Actionable insights and analytics by experts, with curated data relevant for deeper views into the healthcare ecosystem

Empowering pharmaceutical and medical device companies with actionable insights & analysis to navigate the complex healthcare landscape.

6,700+
HOSPITALS



2.5M+
PRACTITIONERS

5,300+
HEALTH SYSTEMS



260K+
PHYSICIAN GROUPS

By answering critical questions, you can make data-driven decisions that drive growth and maximize your market share.

Healthbase contextualizes data from across the healthcare provider universe

Answer key questions and make data-driven decisions across commercial teams

Market Access

- How do payer rates for a procedure or treatment compare across provider types?

Strategy & Marketing

- Where are the key influencers seeing and referring patients?
- Who are my main competitors within a given service line?
- What provider types am I targeting?
- Where and how can I expand market share?

Demand Planning & Sales Operations

- Where are the patients that need our drug/ device / therapy?
- What practitioners and providers are we prioritizing?
- Who is prescribing and/or administering my therapy? Can we expand share within those provider networks?



Commercial targeting

New Healthbase use case

- Which physicians/facilities see the highest volume of patient cohorts of interest?
- Who to target (physicians, HCP specialists, payers) to maximize patient reach?
- Which facilities and/or physicians should my salesforce engage with given the current market landscape?

Identify your key accounts and stakeholders to optimize salesforce deployment and maximize commercial value

Leverage claims data to identify physicians/facilities treating patient cohort (s) of interest

Medical and pharmacy claims

Search medical claims data by ICD-10 code or CPT codes for physician and facility level details

Link claims data with multiple public and proprietary datasets for increased targeting

Patient demographics and geography

Identify patients by geography.
View age, and gender details to pinpoint brand targeting

Explore data for practitioners all the way up to the health system/ IDN.

Affiliations data

Comprehensive physician affiliation mapping includes relationship to facility and parent health system, level of IDN control, and shared patients

Case study: Commercial targeting analysis

Identify top prescribing facilities, physicians, and their affiliations network

Insight

Arthritis & Rheumatology Clinic of Northern Colorado demonstrates high prescribing volume for Product X despite being a smaller practice.

Action

After layering in additional data on facility and practitioner IDNs / network affiliations, we developed impact scores for each practitioner observed in claims, which the client layered over their existing sales structure to identify gaps and reallocate account resources toward key target HCPs.

The dashboard displays a table of facilities with columns: Healthbase ID, Label, Name, City, State, and Score. The top row is highlighted in purple and circled, showing 'Arthritis & Rheumatology Clinic of Northern Colorado' in Fort Collins, Colorado, with a score of 99. Below this, a detailed view of the clinic is shown, including its address (2121 E HARMONY RD STE 361, Fort Collins, Colorado - 80528) and identifiers (NPI: 1073702411, ORG_PAC_ID: 840189213, HEALTHBASE_ID: PG.V5049XQ9Y9ZX6). A purple circle with the number '5' and the label 'Practitioners' is connected to a list of practitioners. A map shows the clinic's location in Fort Collins, Colorado, with nearby landmarks like Starbucks and Cheba Hut. The practitioner list includes:

Name	City	State	Specialization	Score
Kelli Patricia McKay	Granby	Colorado	Physician Assistant	99
Michael Samir Thakor	Fort Collins	Colorado	Internal Medicine-Rheumatology	99
Caroline Kelly Tuchowski	Fort Collins	Colorado	Physician Assistant	81
Daniel Boyd Hammond	Aurora	Colorado	Physician Assistant-Medical	54
Melissa Reidy Griffith	Aurora	Colorado	Internal Medicine-Rheumatology	54

Healthbase

The power of converged, actionable Healthcare intelligence to target the right providers



Unmatched provider and patient insights

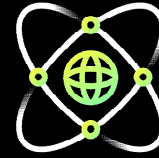
Explore expanded data and information specific to health systems, hospitals, ACOs, practitioners, and over 17 other provider entity types to enable you to target and engage specific provider organizations and practitioners



Real World Data claims integration

Use built-in tools and features to search for specific disease states, diagnoses, or treatments using CPT and ICD-10 codes.

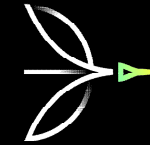
Analyze three years of claims for a broad geographic area or narrow down to an individual provider.



Market and therapy area knowledge

Enhance insights by combining expertise from across Clarivate Life Sciences and Healthcare

Market experts provide in-depth analysis of major IDNs at state and national levels, providing a comprehensive view of influential IDNs



Partnership and ongoing service

We prioritize your success, working closely with you to deliver actionable analyses that drive results

Ongoing support ensures you are prepared to use and apply our solutions effectively

New Capabilities and Insights

What's new in Healthbase

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 medical claims with ICD-10 or CPT codes

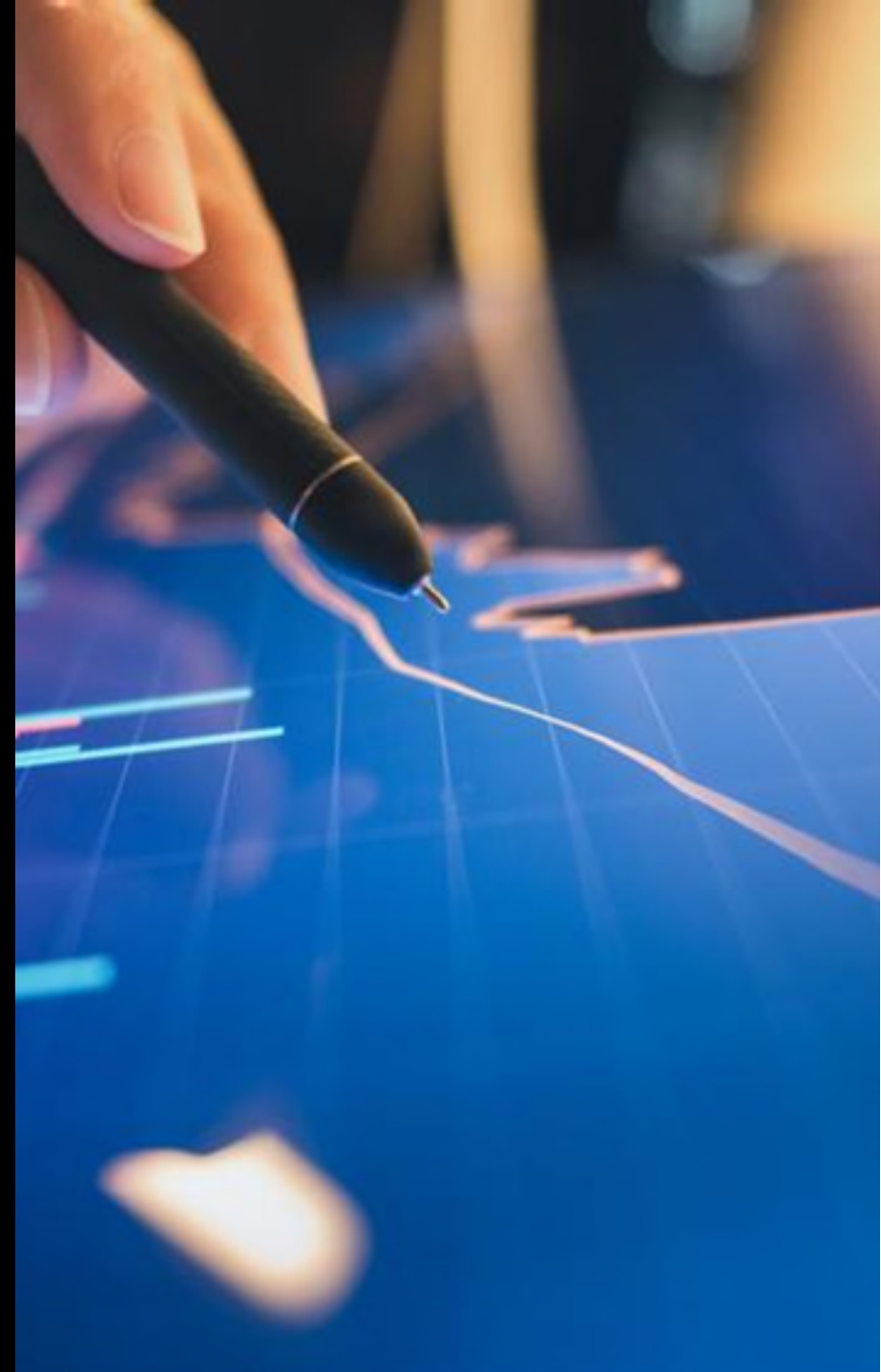
- Identify which entities are treating specific disease states
- Locate areas of targeted interest based on disease state, or procedure code(s)
- Find procedures or diagnosis relevant to your product

Integrated Medical claims data

- By distinct claims and distinct patients
- Spanning the last 3 years
- By general diagnostic area
- For individual practitioners up to the largest IDNs

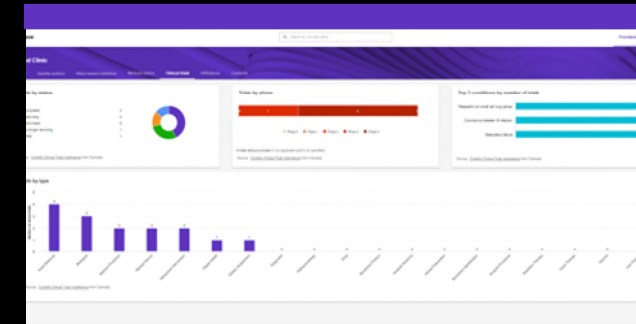
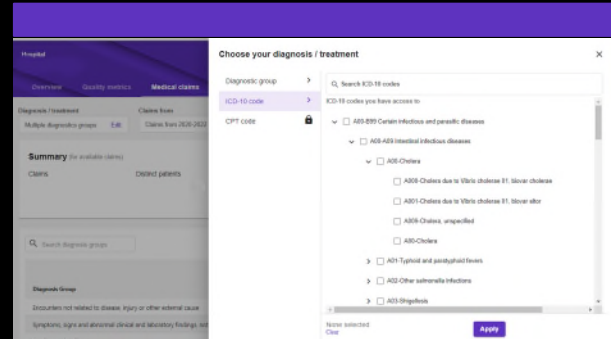
Cortellis Clinical Trials

- Understand the main areas of study per facility
- Gain insight into areas of current studies
- Quick links to more detailed information on Cortellis Clinical Trials (separate subscription required)



Only Healthbase delivers 360° visibility into the healthcare ecosystem

Giving you a deeper understanding of the systems and providers impacting patient care



Easy to use

- Clean UX/UI - easy-to-use platform
- Intuitive self-service platform
- Enhanced search features - get to data faster
- Targeted data without 'noise'

Actionable intelligence

- Unparalleled affiliation data and analytics capabilities
- Inclusion of Commercial and Medicare medical claims data
 - Search claims for diagnosis - ICD-10 codes
 - Search claims for procedures - CPT codes
- Narrow searches by date range and/or geography

Contextual insights

- **Frequent updates** surpassing competitors with monthly and quarterly data refreshes
- Modularized claims/codes to match your specific requirements
- Dedicated training and support to ensure optimal usage and value

IDN profiles and segmentation tool

What's included

- In-depth profiles of:
 - 10 largest IDNs at a national level
 - 200 largest, most influential IDNs at a state level
- **Segmentation tool** (excel file) that captures all data points and ratings for provider alignment, continuum of care, clinical integration and reimbursement (taking on the role of payer)
- Profiles build on Healthbase affiliations data to provide insight into payer share and the impact of ACO contracting on each IDN's reimbursement strategy
- IDN Profiles include detailed analysis of clinically integrated networks and specialty pharmacies aligned with integrated delivery networks
- All profiles updated annually and more often when key events (e.g., mergers/acquisitions) impact an IDN's operations
- Analysts available to clients to answer questions on analysis

IDN definition – Foundation for IDN analysis

Advanced IDNs provide a self-contained ecosystem with high a degree of control over medical/drug utilization

Provider alignment

- Employed physicians
- Clinically/integrated network
- Centralized protocols procurement

Reimbursement

- Willingness to accept risk
- Take on roles of insurer
- Leverage over physician/patient behavior

Clinical integration

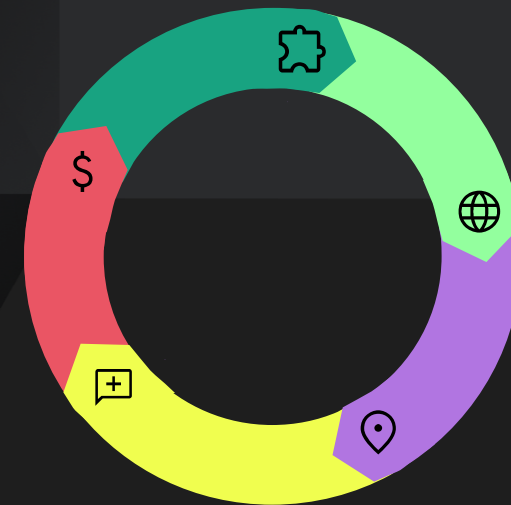
- Active protocol monitoring/enforcement
- Unified, integrated EMR
- Ability to influence outcomes, efficiency

Continuum of care

- Urgent care to post-acute care
- Wide scope of procedures, therapies
- Patient containment

Regional presence

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



Join our Early Adopter Program and Help Shape the Future of Healthbase!

1 Get Started

- **Reach out to your Account Manager**
- Identify qualified program participants
- Provide dates and schedule initial kickoff training

2 Kickoff Training

- Familiarize users with the new platform
- Identify potential dates for bi-weekly feedback calls

3 Explore the Platform

- Users engage with the new Healthbase
- Beta/ EAP support is provided by your account manager or carissa.jasper@clarivate.com

4 Provide Feedback

- Feedback check-ins tailored to customer use case
- Ability to influence future development
- Programs end Dec 15, 2023



About Clarivate

Clarivate is the leading global information services provider. We connect people and organizations to intelligence they can trust to transform their perspective, their work and our world. Our subscription and technology-based solutions are coupled with deep domain expertise and cover the areas of Academia & Government, Life Sciences & Healthcare and Intellectual Property. For more information, please visit clarivate.com

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