TRANSFORMING BIG DATA INTO A HOLISTIC VIEW OF THE PATIENT
INTEGRATED EHR, EMR, CHART AUDIT AND CLAIMS DATA SOLUTIONS
WORLD-CLASS CLINICAL DATASETS COMBINED WITH CUSTOM CONSULTING EXPERTISE CREATE A POWERFUL, SYNERGISTIC EFFECT THAT ENABLES BETTER-INFORMED DECISION MAKING IN COMMERCIAL, RESEARCH AND CLINICAL TRIAL APPLICATIONS
WE DELIVER:

+ Proven real-world capabilities backed by extensive pharma industry experience

+ A full-range of resources with the ability to compare population data in different datasets

+ A holistic view of the patient when used with our proprietary databases, such as the National Health and Wellness Survey
The rapid adoption of electronic health records (EHR), along with the emergence of high quality, comprehensive electronic medical records (EMR), is dramatically changing the way commercial and clinical research is conducted. While EMR and EHR datasets have many advantages, they also can have limitations.

Kantar Health understands these datasets and their associated limitations. We can recommend how to analyze this data and when to integrate the data with additional resources to ensure accurate conclusions. With our broad experience, including primary data collection, secondary research and custom consulting expertise, we can help supplement gaps in the data to deliver actionable insights.
WITH BIG DATA, SIZE AND LONGITUDINALITY BOTH MATTER

Kantar Health offers a global network of patient-level datasets in excess of 120 million records. The granularity of this longitudinal data and Kantar Health’s ability to integrate these datasets gives us unprecedented flexibility to track a patient’s clinical journey – from diagnosis to treatment to outcome – generating invaluable insights for our clients.
KANTAR HEALTH CLINICAL DATASETS

OUR GLOBAL CAPABILITIES INCLUDE:

**BRAZIL**
Through Evidências, we offer one of the largest databases covering the private healthcare system in Brazil. Our proprietary database encompasses health insurance companies from all geographic regions and covers over 10 million lives, approximately 20% of the privately insured market in the country, with 4 million in the oncology sector alone.

**FRANCE**
We offer access to the National Healthcare System databases with records of over 63 million people – almost 100% of the French population, including a special cohort with more than 500,000 lives and nearly 20 years of history. We also offer our comprehensive oncology study Cancérologie, which since 1993 has provided real-world insight into the incidence rates and prevalence of different cancerous pathologies, as well as the prescribed medicines and administration methods for treatments.
For burden of illness, treatment pattern and healthcare resource utilization studies, we offer longitudinal claims data of over 5 million patients through our collaboration with a large sickness fund in Germany, providing a claims dataset covering ambulatory care and stationary care.

We are engaged in strategic partnerships with Clalit Health Services, the world’s second largest HMO with more than 4 million complete patient profiles, as well as Data2Life, a health intelligence company that provides a holistic approach to drug safety via validated adverse event signals and trends obtained from Clalit EHR, regulatory agencies and social media monitoring.

Kantar Health provides nationally representative, longitudinal data on over 46 million unique patients in ambulatory care settings, of which more than 28 million are active. The EHR software is utilized by over 120,000 licensed physicians and more than 2 million healthcare providers.
OUR STRENGTHS

Real-world data is crucial to decision making when used in conjunction with clinical trials and other commercial or research activities. We offer full customization of our data to:

+ Define and understand patient subpopulations, including patients with rare diseases
+ Quantify and describe patient characteristics
+ Understand diagnosis and treatment patterns
+ Compare patient cohorts longitudinally
+ Assess burden of disease
+ Stratify risk among patient groups
+ Track progress of new drug launches

REAL-WORLD EVIDENCE SOLUTIONS

ADVANCING HEALTHCARE AND DRIVING BETTER PATIENT OUTCOMES

Big data forms an integral part of our holistic real-world evidence solutions. Kantar Health is a world-class evidence specialist with proprietary databases spanning the globe. Whether your need originates from market access, regulatory/medical affairs, pharmacovigilance or health economics and outcomes research, we can help you generate evidence to support the success of your product through its lifecycle.

ABOUT KANTAR HEALTH

Kantar Health is a leading global healthcare consulting firm and trusted advisor to many of the world’s leading pharmaceutical, biotech and medical device and diagnostic companies. It combines evidence-based research capabilities with deep scientific, therapeutic and clinical knowledge, commercial development knowhow, and brand and marketing expertise to help clients evaluate opportunities, launch products and maintain brand and market leadership. Our advisory services span three areas critical to bringing new medicines and pharmaceutical products to market – commercial development, clinical strategies and marketing effectiveness.

For more information, please visit www.kantarhealth.com.