



## REAL-WORLD VIEW OF PATIENTS ENABLED BY LEADING EHR DATA

The rapid adoption of electronic health records (EHRs), along with the emergence of high-quality comprehensive healthcare datasets, is dramatically changing the way commercial and clinical research is conducted. While using EHR datasets has many advantages, it can also have limitations.

Kantar Health understands EHR datasets and the associated limitations. We can recommend how to analyze EHR data and when to integrate the data with additional solutions to ensure accurate conclusions. With our broad set of experience, including primary data collection, secondary research and custom consulting expertise, we can help supplement gaps in EHR data to deliver actionable insights.

### A REAL-WORLD VIEW OF THE PATIENT EXPERIENCE

Kantar Health's partnership with a leading provider of EHR software in the United States enables us to connect clients with privileged patient data and reinforces our commitment to real-world research.

This partnership permits a detailed longitudinal look at a patient journey, including a deep dive into treatment patterns in the real-world setting. The data are nationally representative of the U.S. population. Patient data are available from 2012 onward and updated monthly. They can provide granularity and longitudinal value not available through any other data source.

Kantar Health uses one of the largest ambulatory EHR data sources in the United States. Data are available for more than 46 million unique patients, of which over 28 million are currently active. This dataset covers individual health entries including diagnoses, lab and test results, office visits, medications prescribed and vaccinations. The dataset is fueled by a single EHR software system utilized by more than 100,000 licensed physicians and over 2 million healthcare providers.

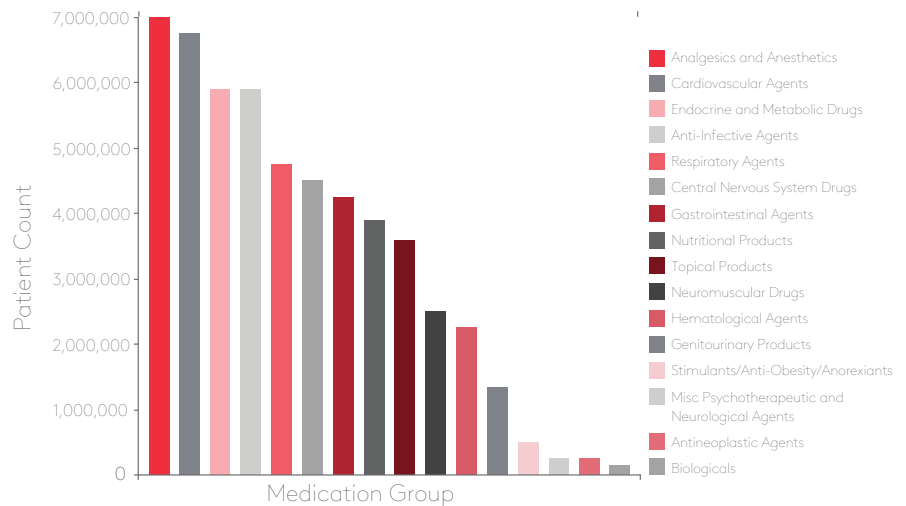
## AT A GLANCE

Examples of data use for commercial, research and clinical trial applications:

- + 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

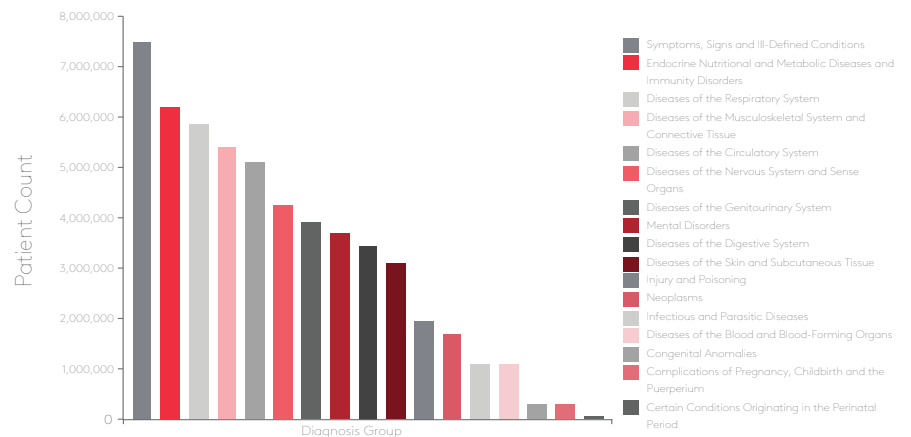
THE VARIETY AND GRANULARITY OF THESE DATA GIVE US THE FLEXIBILITY TO ANALYZE, PROFILE AND UNDERSTAND PATIENT SUB-POPULATIONS IMPORTANT TO OUR CLIENTS.

**FIGURE 1:** The most commonly prescribed types of medications are reported by medication group.



Analgesic agents, cardiovascular agents and endocrine agents are the most commonly prescribed medication groups. We can analyze a specific medication or class of therapies.

**FIGURE 2:** Medical conditions can be investigated by ICD9/10 codes or linguistic terms.



**FOR MORE INFORMATION**  
Please contact [info@kantarehealth.com](mailto:info@kantarehealth.com), or visit us at [www.kantarehealth.com](http://www.kantarehealth.com).

**WHY 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 know-how, 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.