

# Clinformatics® Data Mart



## Get more complete data for more precise marketing.

Mining the right data is crucial to discovering the right insights about your product or competitors' products. Optum® Clinformatics® Data Mart offers more richly detailed longitudinal information — faster — than any other product on the market. All of our data is statistically certified as de-identified by an independent third party. Even more, it's backed by the unmatched experience of our expert analytics and research teams. This powerful data set provides you with licensed access to a nexus of information that can support your organization's analysis requirements.

Gain greater clarity on market dynamics by integrating and linking deep patient data from a variety of real-world sources with Clinformatics Data Mart.

<p><b>Member identifier</b></p> <ul style="list-style-type: none"> <li>Plan</li> <li>Gender</li> <li>Age</li> <li>Dates of eligibility</li> <li>Family identifier</li> <li>Health exchange</li> </ul>	<p><b>Member identifier</b></p> <ul style="list-style-type: none"> <li>Provider identifier</li> <li>Procedures (CPT-4, Revenue Codes, ICD-9, ICD-10)</li> <li>Diagnosis (ICD-9-CM, ICD-10, DRG)</li> <li>Admission and discharge dates</li> <li>Admit types and channels</li> <li>Denied claims</li> <li>Date and place of service</li> <li>Standard pricing</li> </ul>	<p><b>Member identifier</b></p> <ul style="list-style-type: none"> <li>Provider identifier</li> <li>Drug dispensed (NDC)</li> <li>Generic name</li> <li>Quantity and date dispensed</li> <li>Drug strength</li> <li>Days supply</li> <li>Dollar amounts</li> <li>Standard pricing</li> </ul>	<p><b>Member identifier</b></p> <ul style="list-style-type: none"> <li>Lab test name</li> <li>LOINC codes</li> <li>Result (numeric and text)</li> </ul>	<p><b>Member identifier</b></p> <ul style="list-style-type: none"> <li>Admit and discharge dates</li> <li>Admit and discharge diagnoses</li> <li>Length of stay</li> <li>Diagnosis (ICD-9-CM, ICD-10 –CM, DRG)</li> <li>Procedures (CPT-4, Revenue Codes, ICD-9, ICD-10)</li> <li>Facility detail</li> <li>Standard pricing</li> </ul>	<p><b>Provider identifier</b></p> <ul style="list-style-type: none"> <li>Credential</li> <li>Affiliations</li> <li>State</li> </ul>
Member data	Medical claims data	Pharmacy claims data	Lab test results data	Inpatient confinement data	Provider data

Optum Data Warehouse – Anonymized patient level

## Gain insight into real-world product use.

Clinformatics Data Mart helps you gain insight into how products are used, and with what success, in the uncontrolled setting of actual practice. Moreover, our data set can be obtained as a standalone product or bundled with the Optum Cohort Builder application and dataset generator, which dramatically simplifies and accelerates the process of generating, reviewing, modifying, and building research-ready patient cohorts.

The unique combination of Clinformatics Data Mart and Clinformatics Database Builder empowers you to realize significant strategic — and economic — advantages:

- Expedite the process of getting from marketing concepts to research-based, sales-generating materials.
- Quickly design and refine a de-identified database feasibility cohort using Clinformatics Database Builder to support your marketing concepts before committing study funds.
- View the performance of your products and competitors in a real-world environment.
- Compare performance endpoints across therapies and markets.

## Enhance your analysis, deepen your understanding.

Clinformatics Data Mart doesn't stop at administrative claims — it provides a foundation upon which a variety of information sources can be linked or integrated to give companies greater clarity into the dynamics of the markets in which they compete. In addition to our standard data view, which includes linked mortality information from The Social Security Administration Death Master File (DMF), Optum can deliver additional data views that include:

- **Socioeconomic data** — Examine how health care utilization varies or is influenced by factors such as ethnicity, income, education and marital status.
- **5 digit ZIP code data** — Examine geographic differences at a more granular level.
- **OMOP format** — Offers a common data model based on the Observational Medical Outcomes Partnership (OMOP).
- **Electronic Health Record (EHR) data** — The Optum integrated data offers a link between administrative claims and clinical specificity of EHR.

## With IRB approval, we can also provide:

- **Patient and physician surveys** — Identify attitudinal drivers of behavior, validate conclusions, and examine potential through surveys administered on individuals with the confirmed behaviors you are interested in to develop a better understanding of market opportunity and risk.
- **Your data** — Through probabilistic and other HIPAA-compliant matching methods, integrate your promotional, clinical or other data into analyses leveraging Optum administrative claims data.

### Your key to success: Patient-level linked data

Clinformatics Data Mart delivers a remarkable depth of de-identified patient-level data across multiple categories.

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### Deepen your understanding of the markets in which you compete.

**Call:** 1-866-306-1321

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**Visit:** [optum.com/life-sciences-solutions](http://optum.com/life-sciences-solutions)

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