prognos FACTOR® | Marketplace
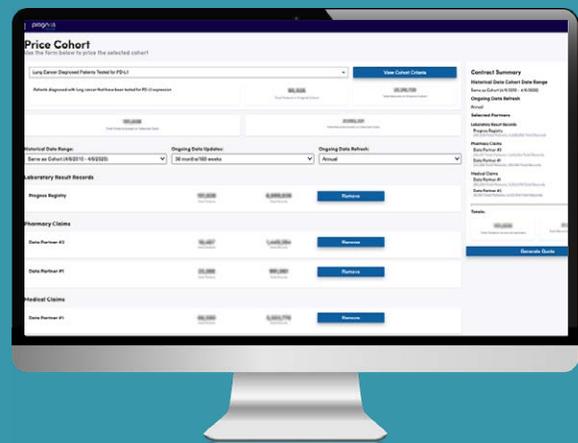
Patient-level clinical insights at your fingertips

Purchasing, integrating and analyzing de-identified patient data to drive your pharmaceutical commercialization efforts has historically been time-consuming, expensive, and difficult to manage because of the multiple data vendors involved. Prognos Marketplace simplifies this process by providing a self-service online destination where you can easily curate and purchase the health data you need when you need it.

With Prognos Marketplace, you can:

- Query our prognosFACTOR data platform of more than 325 million de-identified patients with our Cohort Designer application

- Define your ideal patient cohort based on the clinical and demographic variables most aligned with your therapy

- View pricing for your selected patient cohort, then adjust and recalculate based on your budget

- Purchase the underlying data records for only those patients best suited to your needs and/or continue to operationalize the data in our other applications including patient journey insights, omnichannel marketing and physician segmentation

Prognos Marketplace is part of prognosFACTOR —
a platform that provides the largest collection of harmonized data from a wide variety of sources including multiple labs and both open and closed prescription and medical claims. With Marketplace, you are given the freedom to access and explore this powerful resource at your convenience and make on-demand purchases that accelerate your timelines.

Prognos helps streamline this process even further by providing a library of more than 60 pre-built patient cohorts that you can either use as-is, clone, or refine based on your specific brand needs. Create rules for patient inclusion and exclusion to design a cohort that is as broad or targeted as necessary to achieve optimal results.

prognos health

Gain a competitive edge

Prognos Marketplace changes the paradigm of purchasing health data, offering users the following advantages:

Speed to commercial value

Prognos Marketplace brings multiple data sources together in one secure place and provides an intuitive buying process that allows you to achieve your business objectives faster. With Marketplace, you no longer need to spend precious time contracting with different data vendors to further define cohorts, or purchase and integrate data.

Cost effectiveness

Prognos Marketplace puts you in complete control of the data buying process. You identify and select patient-level data from our platform of multiple harmonized data sources, purchasing only the data that meet your precise needs and budget. Purpose-built data from Prognos is specifically aligned to your brand initiatives, freeing you from the burden of aligning data dictionaries, standardizing data schemas, and managing data delivery from different sources. Our data is ready to use across the commercial team, saving you time, money, and resources..

Patient centricity

Unlike other health data marketplaces that are source centric, Prognos Marketplace lets users start the data selection process by identifying their desired patient groups and criteria. We then identify and present de-identified patients across all of our sources that align with your defined profiles. This patient-centric approach allows you to quickly secure the most specific and comprehensive patient data set regardless of source.

Linkability

Prognos de-identifies patients using encryption technology from Datavant — one of the most widely leveraged tokenization engines in the industry. With this technology, the same patient is tokenized the same way regardless of source. This ensures data integration among the multiple sources within the Prognos Marketplace and can also extend to any existing data sources you already own, reducing the time it takes to integrate your data purchases and realize their value.

Compliance and convenience

Prognos Marketplace harmonizes data from multiple sources, alleviating any concerns about inconsistencies and ensuring the data delivered is standardized and optimized for analysis and use. Prognos also ensures the resulting patient cohort complies with all HIPAA patient privacy regulations and reviews your results to certify the data is at low risk for patient re-identification.

Flexible options. Optimal results.

While Marketplace puts the full power of the prognosFACTOR platform at your fingertips, we realize that some users may not have the resources or desire to embark on a healthcare data build and buy that's fully self-service. Prognos Health provides flexible options that allow you to choose self service, a fully managed service, or anywhere in between.

Need help designing or refining a cohort?

Our clinical solution architects can evaluate your patient group and suggest lab values and variables to consider that can uncover valuable insights and enhance the accuracy of your commercialization efforts. With Prognos as a partner, you have a true clinical edge.

DATA SOURCES

The Prognos Marketplace is comprised of the following sources:

LAB REGISTRY

- Largest sample of lab result data, including one of the leading reference labs and the largest oncology reference lab, genetic & specialty labs

MARKETPLACE LAB RESULTS

- Multiple oncology sources
- Multiple COVID-19 sources

CLAIMS DATA - RX & MEDICAL

- Two large open claims suppliers - a leading PBM and top clearinghouse
- A large source of closed claims with commercial, Medicaid, and Medicare patients
- A large software vendor with high volumes of medical claims

SPECIALTY PRESCRIPTIONS

- A source with autoimmune specialty products' prescription dispensing

Click here to schedule a demo

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