Pharma Solutions Across the Entire Commercial Life Cycle

Our pharma solutions leverage lab data which provides timely, relevant, and a more complete view of the patient and treating physician.

Move beyond medical claims and Rx data.

Over the last decade, most pharmaceutical companies have leveraged traditional patient data such as medical claims and prescription data to inform their brand strategy and tactical execution. Given the growing challenges to find brand eligible patients, pharma teams have realized traditional data's limitations in reaching physicians in time or planning the right strategy for product planning.

During this same time, Prognos has been collecting de-identified, longitudinal patient lab records and expanding our expertise at compiling, enriching, and interpreting the clinically specific information. Today, pharma companies are recognizing the value of lab information. Prognos has the largest registry of lab records in the industry. We've helped many of the world's best known pharmaceutical brand teams better understand their markets, improve their educational and promotional strategy, as well as their tactical execution.

Pharma Solutions that Deliver Long Term Value

Prognos works with pharmaceutical and life science customers to create integrated solutions that leverage their brand data and the unique characteristics of aggregated lab data - it's timeliness, clinical importance, and depth. We offer a variety of solutions to address the needs of different stakeholders at pharmaceutical companies as well as their partners.

With operational ease, we solve tough challenges for:
- Marketers
- Business Analysts
- Sales Operations
- Health Economics and Outcome Researchers (HEOR)

I can get lab data directly. Why get it from Prognos?

Unlike data aggregators of traditional patient data such as medical claims, unstructured lab data, and prescription data, Prognos is the only company with pharma solutions yielding clinical truths based on continuously aggregated lab data from national, regional, hospital, and premier educational institutions. We harmonize, normalize, enrich, interpret, and analyze clinical information powered by AI and machine learning to yield timely insights. This drives earlier intervention so patients have a better chance for a better outcome.

What are Prognos Clinical Truths?

Our data scientists and domain experts have been studying the patterns of broad, rare, and oncology patients over time and have derived profiles or truths which can accelerate your commercial program and target the best possible physician and patient who can benefit from your brand. With Prognos, you can gain a competitive edge and better outcomes because your patient information is spread across a vast number of varied and verified data sources.

The Importance of Lab Testing

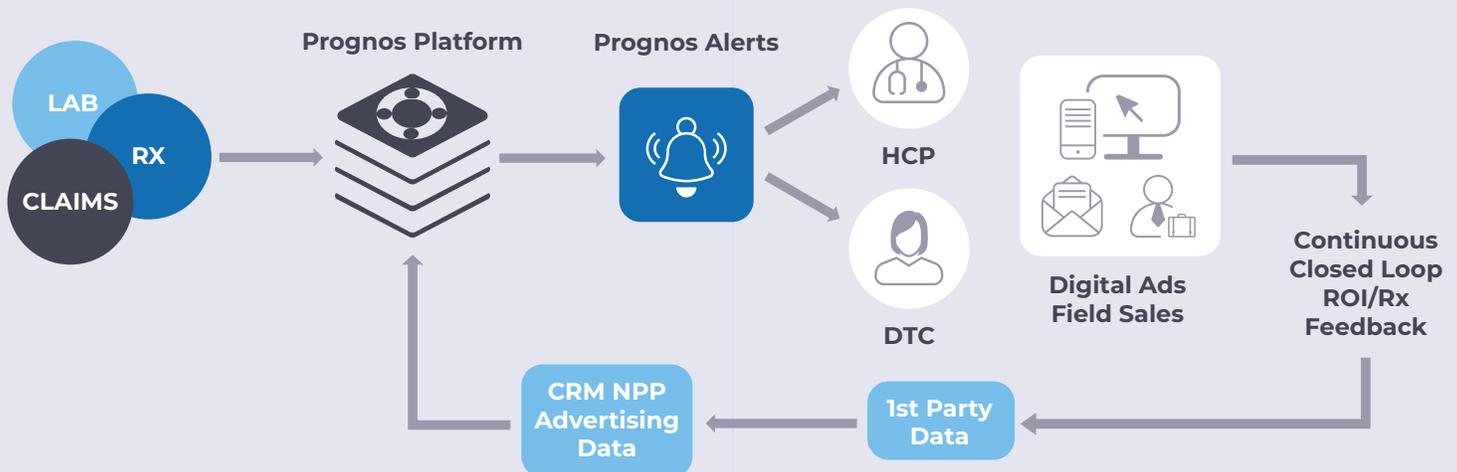Prognos has a strategic focus on lab testing because it is such an important tool used daily by HCPs as they assess their patients' health and decide on a particular therapy. It is estimated that about 70% of HCPs' treatment decisions are influenced by lab test results.

HCPs use lab testing to:

- Confirm or rule out a suspected diagnosis
- Monitor disease control or progression
- Identify the presence or absence of certain biomarkers to guide drug selection
- Ensure therapies are being well-tolerated

In each case, the lab result(s) precedes and influences what therapy - if any - a physician may choose. Lab test results are an advantageous trigger for intervention as well as a vital piece of information when studying patient journeys.

Omni -Channel Intelligence: Relevancy & Timing Through a System of Ongoing Intelligence

The Largest Lab Network in the U.S.

Our network includes continuously aggregated lab data from national, regional, hospital, and premier educational institutions including LabCorp, Quest Diagnostics, specialty oncology and genetic testing labs such as Neogenomics and Biocept.

prognos
health

Let's improve healthcare together - contact us and discover how.

pharma@prognos.ai

(888) 506-2660

www.prognos.ai