

Flexible healthcare data that answers your questions

Access to the appropriate data can be the difference between the right decision and the wrong one, between success and failure.

Symphony FLEX gives you a voluminous amount of information to help you make informed decisions for your business. This highly granular patient-level transactional dataset is drawn from our open claims database, offering prescription, medical and hospital claims records for over 300m US patients. Gain cross-industry insights for a variety of applications and save valuable resources.

With decades of data ingestion and integration expertise, Symphony Health curates the data to ensure FLEX strives to provide high quality information. As its name suggests, FLEX is designed with flexibility and customization in mind, so you have access to whatever is most relevant to your business decisions.

“ FLEX gives us the opportunity to answer timely questions for life science organizations, with quality data at our fingertips, ultimately benefitting patients.

- Large management consulting organization, in support of life science organizations

With Symphony FLEX™ you can:

- 01** Enable Big Data and Artificial Intelligence (AI) use cases through measures such as claim and patient counts, quantities, costs, rejections/reversals and more
- 02** Extract insights across industry applications, including pharmaceuticals, government agencies, financial institutions and media agencies
- 03** Engage a broad range of internal stakeholders
- 04** Expect a quick turnaround with shorter lag time
- 05** Tailor the frequency to suit your needs: weekly, monthly and quarterly
- 06** Focus on longitudinal statistics with five years of history included
- 07** Address business needs regardless of therapeutic area
- 08** Receive full onboarding and consultative guidance from our experts

Symphony FLEX has multiple uses which can be tailored to your business needs. The following common use cases are representative of its capabilities but not exhaustive.

Financial community

- ✓ Investment decision support
- ✓ Equity research and valuation
- ✓ Earnings predictions
- ✓ Payer effectiveness analysis

Media / promotional effectiveness

- ✓ Audience creation and HCP targeting
- ✓ Publications support
- ✓ Promotional planning and reach optimization
- ✓ Advertising spend analysis and effectiveness tracking

Pre-commercial:

Analyze the treatment landscape: Identify the symptoms that trigger patients to seek treatment and detect common treatment patterns.

Evaluate Merger and Acquisition opportunities: Extract valuable insights to inform M&A decision-making.

Market dynamics: In-depth insights on market size, prescriber and patient universes. Track changes in prescriber speciality mixes and patient profiles over time.

Commercial:

Patient journey: Understand the opportunities before you build your brand strategy. Visualize how your brand fits into the treatment flow and optimise your timelines accordingly.

Prescriber segmentation and referral mapping: Identify early adopters and brand loyalists so you can drive referrals to where they deliver most impact.

Payer evaluation: Design a patient assistance program that promotes patient adoption. Recognize and understand which payers control patient access, and how, so you can adjust your strategy.



HealthVerity powers the nation's largest real-world data ecosystem, helping life sciences organizations access and connect claims, lab, EHR and consumer data in a privacy-compliant environment. Following the acquisition of Symphony Health, HealthVerity offers the industry's most comprehensive real-world data ecosystem. Learn more at healthverity.com