

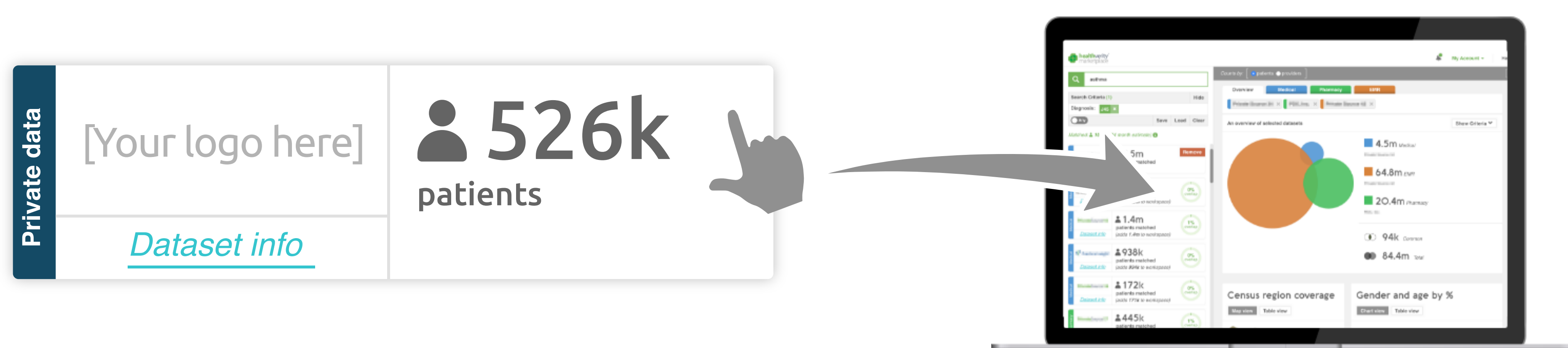
# Linking internal + third-party data

**Use case:** HealthVerity Census

## Challenge

A top 20 pharma company wants to better understand the comorbidities and other factors for heart failure patients currently on its branded ACE inhibitor. Since its internal patient data has already been de-identified, it **cannot be linked** to additional patient datasets and is, therefore, isolated from the rest of the patients' healthcare journey.

Instead of procuring elements of the patient journey from multiple unlinkable datasets, the company requires a long-term solution that can connect existing and future datasets.



## Solution

The company's internal data is de-identified using HealthVerity Census<sup>®</sup> and each patient is assigned a universal HealthVerity ID (HVID). A **private tile** is created to enable interoperability with the 75+ unique datasets on HealthVerity Marketplace, representing 330+ million patients in the U.S.

The company can link major data types and follow the same heart failure patients **across disparate datasets**. Chest X-ray results in EMR data from one provider are directly linkable to medical claims, pharmacy claims, lab results and more for the individual patient.

The client can evaluate the **entire disease progression** and longitudinal data for target patients found in internal data.

### About private tiles

Private tiles are normalized customer datasets processed by HealthVerity Census that are available in HealthVerity Marketplace. Discover a wealth of new data by exploring the real-time intersection of your own patient data and external populations of interest.

**Connect your data to 150 billion transactions**

*HealthVerity IDs (HVID) are unique but anonymous patient identifiers that span multiple data streams*

### Link to major data types

- ✓ EMR data
- ✓ Hospital chargemaster data
- ✓ Lab results
- ✓ Closed payer claims
- ✓ Media data link
- ✓ Pharmacy claims
- ✓ Medical claims
- ✓ Grocery and consumer data
- ✓ Imaging
- ✓ Biospecimens