

# ■ Answer Faster. Influence More. Drive Commercial Excellence.

Real-world data that helps commercial teams navigate evolving patient needs and market dynamics.

Your team has the expertise to shape commercial strategy. But when every question requires weeks of data prep, you're managing requests, not driving decisions.

## Commercial teams today must:

- Answer complex market questions with data your leadership can trust.
- Pinpoint high-value healthcare providers without the data engineering bottleneck.
- Support brand, field, and access teams with decision-grade insights.
- Connect every campaign to quantifiable return on investment.

## Meet PurpleLab

Delivering unprojected, structured, and harmonized real-world data spanning medical and pharmacy claims, remittance, eligibility, price transparency, provider reference, and patient demographics — with near census-level coverage across the US. PurpleLab gives life sciences commercial teams a level of data depth, breadth, and quality that turns complex questions into confident answers.



### Market Sizing & Landscaping

Quantify patient populations, size addressable markets, track market share and monitor switching behavior.



### HCP/O Targeting & Segmentation

Identify high-value providers, uncover referral networks, and spot emerging providers.



### Payer Dynamics & Access Analysis

Longitudinal payer mix tracking, identify coverage disparities, inform rebate strategy, payer negotiations, and formulary planning.



### Patient Journey Analysis

Reconstructs the treatment pathway from eligibility to diagnosis to therapy selection, revealing where patients initiate, switch, or discontinue.

# ■ The PurpleLab Difference



## See the Full Market Picture

Rich medical and pharmacy claims, remittance, eligibility, provider data, and patient demographic insights give you a fully connected view across every payer and care setting. More connections. Fewer gaps. No asterisks on your recommendations.



## Access the Data Your Way

We offer multiple options for data delivery via our HealthNexus platform, preferred environments, marketplaces, or accessible via data cleanrooms. However your team works, PurpleLab is designed around you.



## Get Decision-Grade Answers On Demand

Using our no-code platform, run analyses on patient subpopulations, treatment patterns, and outcomes without relying on data engineering or external vendors. Harmonized CPT, HCPCS, and ICD-10 codes, and validated definitions mean answers are precise and defensible.



## Stay Ahead of the Market

Monitor new to brand, new scripts, switching behavior, and competitive shifts with frequent data refreshes. Turn intelligence into your most valuable competitive asset. Detect threats early and respond before share erodes.



## Stop Reacting. Start Leading.

By the time most commercial analytics teams deliver insights, the business has already moved on. PurpleLab gives you the speed and data quality to get ahead of the question so you're shaping decisions, not responding to them.

## Why PurpleLab?

Behind every commercial decision is a patient outcome. PurpleLab is a health-tech company driven by one clear philosophy: outcomes matter most.

Make sure yours are built on the right data.