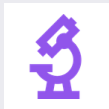


■ Translating Oncology Data Into Outcomes That Matter Most.

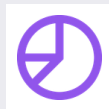
Understand what's happening across the cancer patient journey before the claim, through treatment, and into survivorship.

From early patient signal to post-market evidence. One connected data foundation.

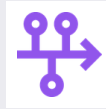
Oncology teams are expected to deliver fast, defensible answers across the product lifecycle but the data is often fragmented, delayed, or missing the clinical depth cancer research demands. **PurpleLab delivers two complementary signals: rich medical and pharmacy claims** that reveal the full clinical picture, and **eligibility check data** that surfaces patients entering the oncology care pathway weeks before a diagnosis claim is filed.



Clinical
Development



Commercial
Strategy



HEOR
& RWE



Medical
Affairs

What Oncology Teams Do With PurpleLab

From clinical feasibility through payer evidence and launch strategy, PurpleLab gives oncology teams a connected view of how patients move through care, where gaps exist, where treatment patterns are shifting, and where your therapy can make the greatest difference.

■ Trial Design and Site Selection

Simulate I/E criteria before activating a single site. Find where eligible patients across solid tumors, heme malignancies, and rare cancers are concentrated and select investigators by actual case volume.

■ Patient Recruitment and Alerting

Pre-claim eligibility signals flag oncology patients entering the care pathway 2 to 4 weeks before a diagnosis claim appears, giving trial sites and field teams a critical head start on recruitment.

■ RWE and Evidence Generation

Mortality-linked outcomes, treatment sequencing, and HCRU data structured for payer dossiers and comparative effectiveness submissions meeting the evidence quality oncology demands.

■ KOL Mapping and Field Targeting

Identify high-volume oncology specialists by tumor type, map the referral networks driving patient routing, and build sales force and MSL territories based on where clinical influence actually lives.

■ The PurpleLab Difference



Act Sooner. See Cancer Patients Before the Claim.

Our eligibility signal identifies 7.7M oncology patients before a single diagnosis claim is filed, across solid tumors, hematologic malignancies, and rare cancers. Know which sites are seeing relevant patients now, weeks before claims data arrives.



Multi-Source Coverage. Built for Oncology Depth.

Sourced across clearinghouses, payers, PBMs, and specialty pharmacies and enriched with mortality, race, ethnicity, and demographic data for the diversity analyses oncology trials require.



Smarter Trial Design. Faster Recruitment.

Simulate I/E criteria before activating a single site. Identify where eligible patients are concentrated, select investigators by real case volume, and satisfy diversity enrollment requirements before a trial begins.



Evidence That Meets the Standard. Built to Win Access.

Mortality-linked outcomes, treatment sequencing, and HCRU data structured for payer dossiers, comparative effectiveness studies, and the evidence quality oncology submissions demand.



The Same Data Foundation, From Pipeline to Post-Market.

Size the oncology market, profile prescribers by tumor type, and map referral networks on the same data foundation your clinical and HEOR teams used before launch. No re-platforming. No gaps.



Built for Regulatory Trust. Ready for Oncology Scale.

HIPAA-compliant, HiTRUST-certified, fully tokenized via Datavant, and CMS-certified as a Qualified Entity. Built for the evidence standards your submissions require.