



Meet your [new best friend] in healthcare analytics.

What did you discover today?



PurpleLab

Clinical Trial **Solutions.**



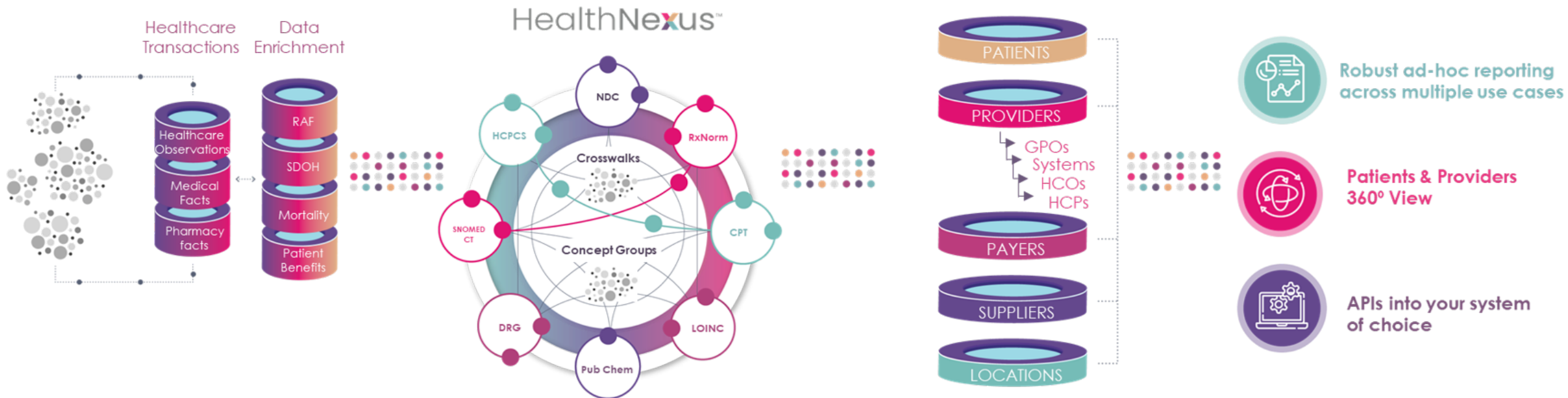
HealthNexus Trailblazing Healthcare Analytics

Structurally Harmonize

Semantically Harmonize

Aggregate to Reporting Dimensions

Access Insights Instantly



We map and load disparate healthcare observations into a common data warehouse on a daily, weekly and monthly basis

We map disparate vocabularies into single sources of truth. Our clinically relevant concept groups enables users to never miss a healthcare observation

We build and continuously maintain exhaustive masterfiles of common reporting dimensions

We develop API first platforms that provide a variety of custom, ad-hoc as well as off-the-shelf query and report tools.

One Platform. Endless Possibilities.

[Clinical Trial Solutions]

HealthNexus is trailblazing proprietary analytics healthcare platform with more precise and intelligently connected data than even before, providing quantitative and predictive data-driven outcomes. The platform structurally and semantically harmonizes real-world data generating results for clinically predictive analytics, available on demand in iterative reports.

With flexible on demand access to comprehensive RWE reporting, cross functional processes inside and outside your organization become more collaborative, meaningful, and efficient.



Enhance and optimize your clinical trial starting with patient eligibility, stratification by SDOH and multiple patient variables while controlling for comorbid conditions and select the best investigators and sites.

5 Step Solution



Step 1
Cohort Report
Identify Target Patient Populations

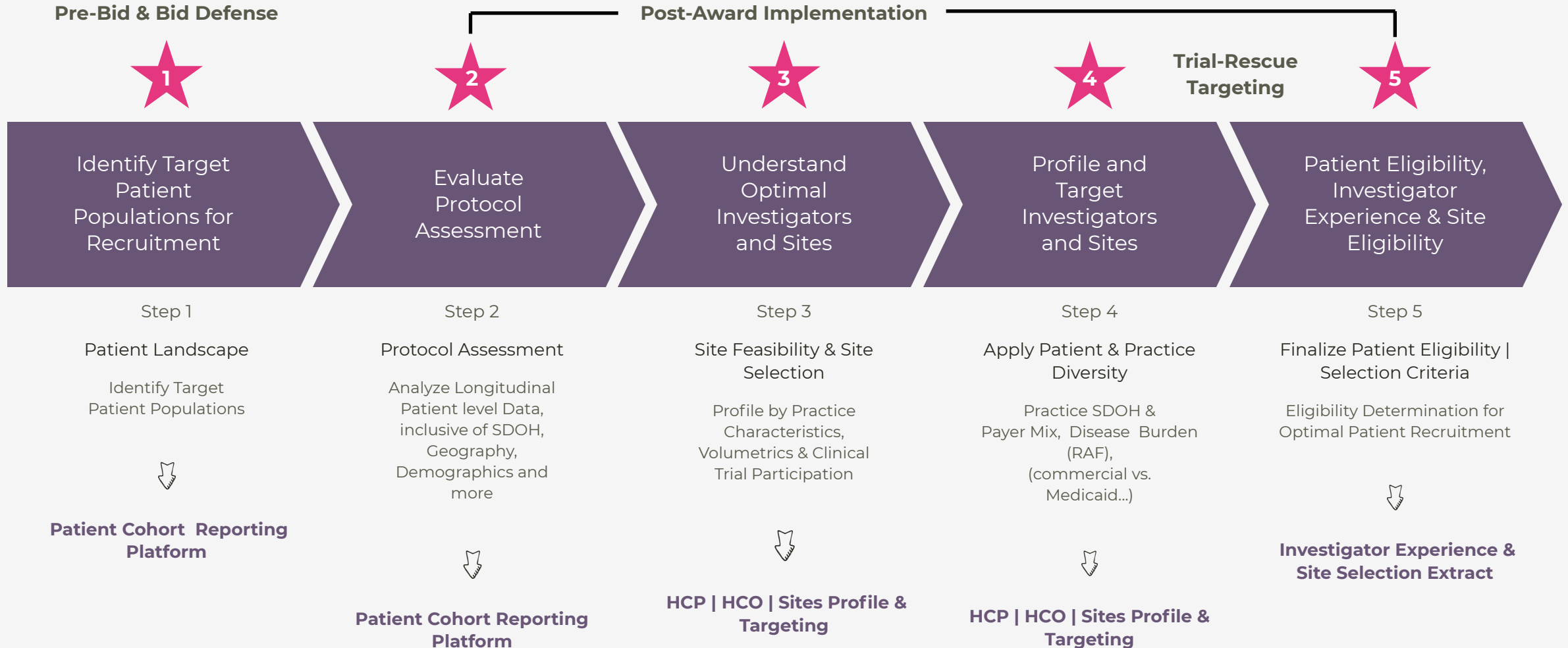
Step 2
Protocol Assessment
Patient Risk Adjustment Factor (RAF) by quarter to understand disease burden, acquisition and predictability of outcomes

Step 3
Site Feasibility & Site Selection
Identification of HCPs and HCOs by Activity, Patients, and Quality of Care Scoring

Step 4
Patient & Practice Diversity
Practice Social Determinants of Health, Race and Ethnicity

Step 5
Patient Level API
Eligibility Determination for Optimal Patient Enrollment and PV tracking

Use Case: 5 Steps to Optimize Clinical Trial Execution



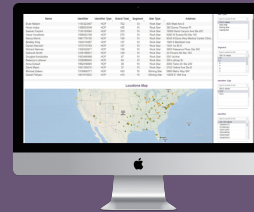
HealthNexus

Clinical Trial Solutions

Cohort Puller

Build, design, analyze and quantify a custom patient-level population in minutes.

1



HealthNexus Provider Search
HCP/HCO

3

Instant access to deeper provider profiling

2

HealthNexus Experience
(HCP/HCO Targeting)

Hyper targeted identification of HCP, HCO group and facilities

Enhance and optimize your clinical trial starting with patient eligibility, stratification by SDOH and multiple patient variables while controlling for comorbid conditions and select the best investigators and sites.

5 Step Solution

Clinical Trial Steps

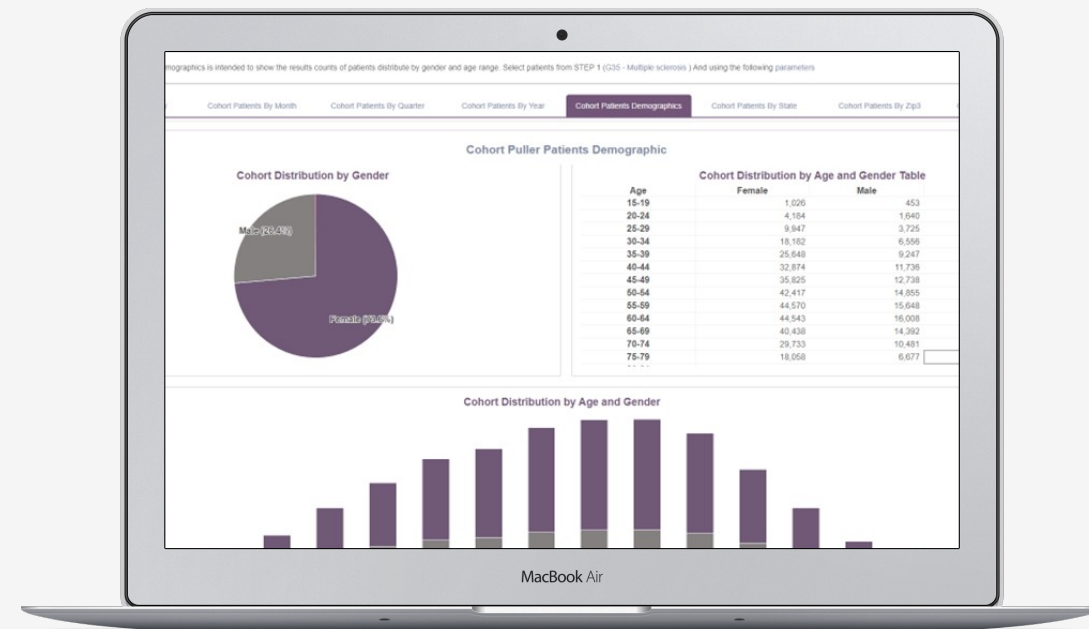
Optimizing the Process with HealthNexus

1	Define a clinically specific patient cohort	Find the optimal patients for your study. Avoid the delayed discovery of underlying conditions, such as disease progression and other clinical factors that might render patients ineligible for your trial, using diagnosis (Dx), procedures (Px), prescriptions (Rx) and social determinants of health (SDOH). Iterate in real time based on varied criteria most likely to impact patient outcomes.
2	Evaluate Protocol Assessment	Bring your protocol assessment to the next level, understanding health disparities in the incidence, prevalence, mortality and burden of disease, as well as predictability of outcomes using Patient Risk Adjustment Factor (RAF) and Hierarchical Conditions Categories (HCC).
3	Understand Site Feasibility / Site Selection	Precise identification of investigators and sites that treat the patient population of interest, based on Dx, Px and Rx. Measure “variability” of provider performance with Risk-adjusted Cost, Quality Scores (Efficiency and Effectiveness), to ensure a flawless patient’s recruitment process.
4	Patient & Provider Practice Diversity	Identify health inequities and how practices compare for each provider’s patient census including SDOH, RAF, cost efficiency, practice effectiveness and efficiency reports, relative composition at local, state, and national geographic levels.
5	Patient Level API	Integrates the eligibility determination for optimal patient enrollment as well as the pharmacovigilance tracking of patients after studies conclude.

Clinical Trial Solutions

[HealthNexus Cohort Report]

Build, design and analyze custom patient-level cohorts in minutes. Build complex queries for diagnosis, procedures and prescriptions with inclusion and exclusion criteria to model precision patient populations. Output summary in minutes: patient summary table, demographics, geography and payer channel.



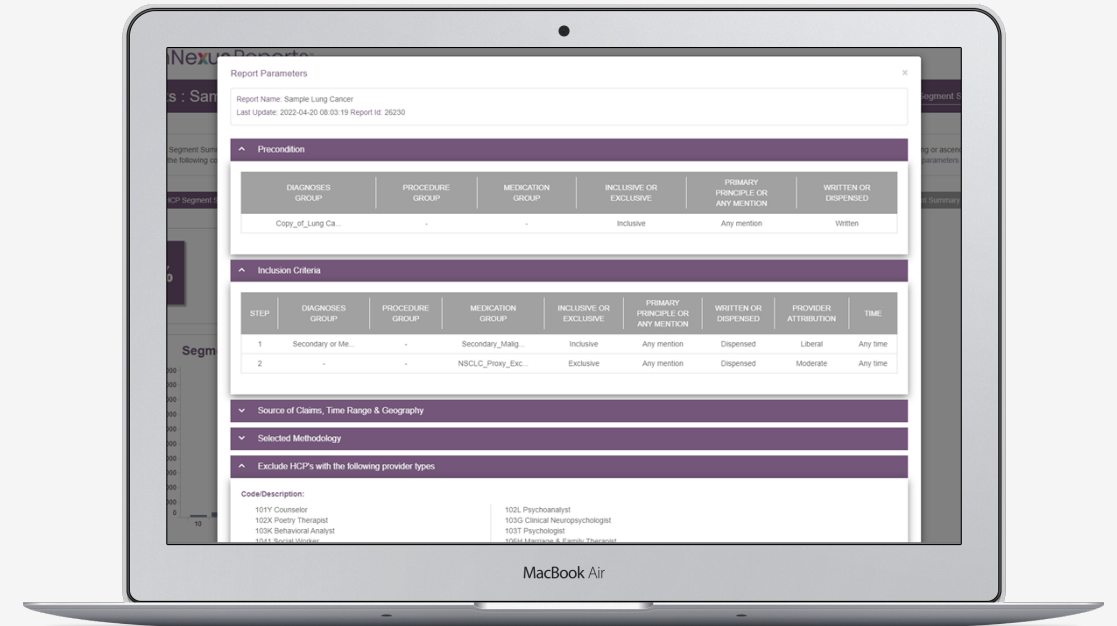
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HealthNexus Provides Robust On Demand Reporting Capabilities

Clinical Trial Solutions

[HealthNexus Experience Report]

Hyper targeted identification of HCP, HCP group and facilities. Designed to find providers with specific patient populations most relevant to your study based on multi-step inclusion and exclusion criteria. In addition, the overlap report allows you to look forward and back to identify qualifying events over a specific period within the desired patient cohort.



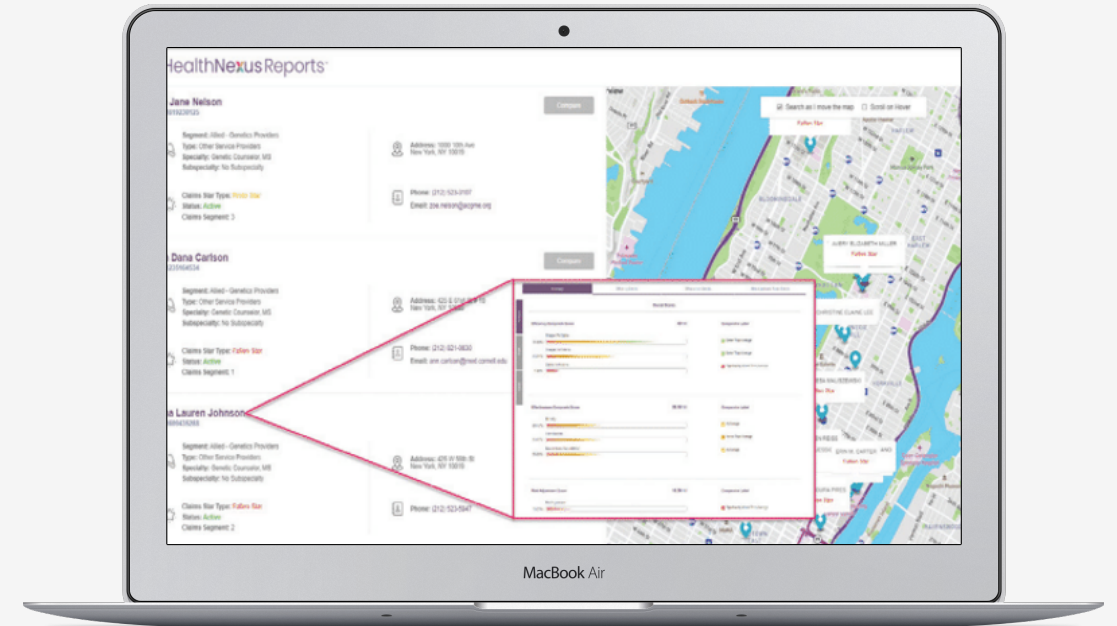
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HealthNexus Provides Robust On Demand Reporting Capabilities

Clinical Trial Solutions

[HealthNexus Provider Search HCP/HCO]

Get instant access to a deep provider profiling to identify the right investigator or site. Provider Profiling HCP/HCO allows searching for any HCP or HCO based on provider type, segment and geographic locations, revealing detailed profile information including practice characteristics, RAF, SDOH, clinical trial experience, quality scores, contact information, and more.



Type text

HealthNexus Provides Robust On Demand Reporting Capabilities

Why HealthNexus?

✓ Trailblazing On-Demand Analytic Platform:

Benefit from our billions of intelligently structured and harmonized real world data points, enabling deeper and more precise real-world insights and outcomes across patients, providers, and payers. Explore social determinants of health (SDOH) data at the patient and provider level, and then largest mortality data file.

✓ Robust Reporting

Get results in minutes leveraging predefined query and report templates using leading reporting dimensions as reference files. Reports include locations, patients, providers, payers and suppliers, all at your fingertips that speed access to insights.

✓ Embedded Clinical Expertise

220,000+ pre-packaged clinically validated concept groups eliminate the need for coding so that you can focus on uncovering insights and driving strategy for your innovation.

✓ Flexibility and Scalability

An API-first approach to the platform ensures that you can integrate RWD with customer data through the HealthNexus API stream or explore the platform on your own through the easy-to-use user interface.

✓ Cost Efficiency

HealthNexus' no-code environment enables data analysts to do the work of SQL programmers. Additionally, PurpleLab's clinical informatics team has created 200k on-the-shelf clinically relevant code set, increasing the efficiency of the report creation and generation.

✓ User Friendly Platform

HealthNexus' wide array of reports that solve real world use cases with easy-to-use, step-by-step processes ensuring all inclusion and exclusion criteria can be defined to get the level of specificity needed for your use case.

✓ Integrity & Transparency

HealthNexus' healthcare vocabulary master data management methodology ensures confidence that changes in results are due to changes in the claims transactions and not due to code sets changing from one query to the next.

✓ Managed Compliance

PurpleLab maintains a fully de-identified, HIPAA-compliant, patient-level data warehouse. Patients and transactions are fully-linkable to other first party or third party data leveraging the Datavant De-ID solution.



Key Data Coverage

PurpleLab's robust data coverage across 50+ billion claims transactions, dating back to 2012, provides a view of patients, providers, payers, and healthcare outcomes



5.1+ billion annual claims

155+ million closed claim lives

350+ million de-id patient lives

100's of diverse data sources

2.6+ million HCPs

10.5+ billion affiliations

500k+ HCOs

98% coverage on U.S Payers

750 Payers | 7.5k Plans

Specialty RX

500 specialty products - nearly 1 million patients - updated weekly



New Insights into Specialty Pharmacies

More comprehensive volumes come from specialty Rx data



Improved RX Coverage

For complex therapies and rare disease

One Platform. Endless Possibilities.

No code needed to create fully configured analytical reports that address your specific RWE needs without engaging scarce technical resources. True on or off the platform.



Better

Rich, comprehensive dataset created through the harmonization of multiple disparate sources



Faster

Actionable insights delivered in minutes versus weeks or months



More Scalable

Highly flexible product that empowers the client to self-service customized analytical reports

THANK YOU

What did you discover today?



purplelab.com



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PurpleLabTM
HEALTHCARE ANALYTICS