CLARITIS™ – DATA CLARITY LIKE NEVER BEFORE

SAVE TIME, IMPROVE EVIDENCE GENERATION WITH LINKED PRO AND CLINICAL DATA
In today’s highly fluid market environment, life science companies need information that’s highly accurate and timely to meet the needs of both patients and their product portfolios. Traditionally, acquiring all the necessary data often required companies to design and conduct large primary research studies that were often expensive and time consuming or conduct multiple studies using different secondary data sources.
Kantar’s new Claritis™ solution provides you with the opportunity to save valuable time and resources by analyzing Patient Reported Outcomes (PROs) and clinical data together, thus creating more timely and efficient evidence generation. That’s because, for the first time ever, we are now able to successfully link PRO and clinical data through a unique, proprietary and validated method.

By utilizing linked data from Claritis, you don’t have to wait for the information you need, as you’re generating patient-level evidence that’s available immediately – uncovering previously unseen patient insights. This result is an assemblage of key learnings about healthcare consumers directly through engagement – linking together integral parts of these experience and evidence sources for a more holistic view of patients living with a disease and applying these unique insights to get to the very heart of how patients and healthcare consumers experience and interact with the healthcare system.

**CLARITIS SUPPORTS A HOST OF EVIDENCE GENERATION SCENARIOS, INCLUDING:**

+ Providing payer agencies with the required evidence to support reimbursement decisions.
+ Supporting regulatory bodies that require specific messaging and evidence.
+ Generating critical information that’s used by other healthcare stakeholders, including healthcare professionals (HCPs), patients and caregivers.
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<tr>
<th>Component</th>
<th>Source</th>
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<tr>
<td>DEMOGRAPHICS AND LIFESTYLE</td>
<td>(National Health and Wellness Survey)</td>
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<td>CO-MORBIDITIES</td>
<td>(National Health and Wellness Survey/Electronic Health Records/Medical Claims)</td>
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<tr>
<td>SEVERITY OF DISEASE &amp; QUALITY OF LIFE (PROS)</td>
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<td>BEHAVIOR &amp; ATTITUDES</td>
<td>(National Health and Wellness Survey)</td>
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<td>DIAGNOSIS</td>
<td>(National Health and Wellness Survey/Electronic Health Records/Medical Claims)</td>
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<td>TREATMENT</td>
<td>(National Health and Wellness Survey/Electronic Health Records/Prescription Claims)</td>
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<td>AFFORDABILITY AND INSURANCE COVERAGE</td>
<td>(National Health and Wellness Survey/Medical Claims/Prescription Claims)</td>
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<td>VISITS TO HCP (INCLUDING HOSPITAL)</td>
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<td>LAB RESULTS</td>
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<td>BIOMETRICS</td>
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Claritis linked data brings together clinical data with PRO data and other patient-reported information. This delivers data clarity like never before – allowing you to gain a complete picture of the person and best address his or her individual needs.
Kantar is a key player in the broader health environment, with the patient at the heart of everything we do. We are proud of our deep heritage of patient-focused products and services, including our 20-year-strong National Health & Wellness Survey (NHWS).

Our industry-leading HERO Framework™—supported by our combination of Experience, Evidence and Expertise—sets us apart as experts in understanding the healthcare consumer and their health journey. The HERO Framework™, short for Healthcare Ecosystem and Real-world Outcomes, demonstrates our deep understanding of the healthcare ecosystem and the healthcare consumer as an individual.

**THIS FRAMEWORK COMBINES OUR ABILITY TO:**

- Listen to the healthcare consumer, where we learn about their health experience and get to know their thoughts, emotions and preferences for better health.
- Apply our unrivaled clinical evidence.
- And leverage our vast heritage and expertise to create an action-ready blueprint for achieving commercial success.
MAJOR INDUSTRY ADVANCEMENT

Kantar’s ability to link data from its Patient-Centered Research (PaCeR) database with clinical data is a major industry advancement. This allows us to see the clinical view alongside the patient’s unique perspective.

PACER PLATFORM

PaCeR is Kantar’s proprietary global survey of the general population that identifies patients with specific conditions and then collects detailed information about various aspects of these patients’ health. This database drives our world-renowned NHWS, which provides unique perspectives about disease, including:

+ PROs
+ Disease Severity
+ Social Determinants of Health
+ Health Attitudes
+ Health Activation Measures

For more than 20 years, Kantar has reached more than 3 million patients globally collecting a broad range of variables pertaining to humanistic, economic and other health-related information. The power of PaCeR is its ability to analyze patient segments at a granular level.

CLINICAL DATA

Kantar has access to a wide variety of clinical data, including:

+ 90+ million Electronic Health Records (EHRs)
+ 150+ million medical claims
+ 90+ million pharmacy claims
+ 90+ million patients from outside labs

KANTAR’S LINKED DATA

Kantar’s Claritis linking process maintains the patient confidentiality that’s required by HIPAA regulations. Our Claritis linked data offers:

+ A HIPAA-certified approach for linking de-identified clinical data with de-identified survey data.
+ Highly accurate probabilistic matching.
+ Linking software validated at better than industry standards

To learn more, please email info@kantarhealth.com
Kantar is the world’s leading data, insights and consulting company. We understand more about how people think, feel, shop, share, vote and view than anyone else. Combining our expertise in human understanding with advanced technologies, Kantar’s 30,000 people help the world’s leading organizations succeed and grow.

www.kantar.com/health