

Patient Flow

Better Position, Engage and Retain Patients



Patient 360 is an integrated patient engagement solution that allows users to capture patient perspectives across a range of vantage points, and seamlessly translates that understanding to help commercial teams better position, engage and retain patients. Patient 360 is designed to generate insights to support a wide range of use cases spanning all stages of the patient journey continuum.

Patient 360 comes with pre-built analytical tools that can be used together to help users quickly and easily engage with real-world data and support patients in their treatment journey. All of this can be accomplished without coding or custom programming. Analysts leverage an intuitive and interactive visual UI to create business rules and quickly access the insights they need to drive patient engagement strategies.



Cohort Builder & Code Set Application

UI-driven applications that intuitively facilitate patient cohort generation from any real-world data asset and allows users to create custom market definitions based on diagnosis, treatments, procedures and other observations.



Patient Flow Analyzer

Application that allows users to analyze patient flows based on patient, provider, treatment and line of therapy attributes, and quickly generate insight into disease progression, switching behaviors, etc.



Patient Support Program (PSP) Suite

Monitor the performance of an entire portfolio of patient support services across brands and evaluate services to improve adherence and persistence to therapy.

Offers tools to automate manual processes and streamline PSP workflows and help PSP teams anticipate and plan for changes in demand.

The Patient 360 solutions are delivered as an easy-to-deploy cloud-native platform that seamlessly integrates with upstream and downstream applications and allows users to download code and processed results to be used outside of the application. Patient 360 utilizes a flexible, scalable data model that works across a variety of claims sources. The toolkit offers standardized baseline rules, automated insights tailored for life sciences data, robust medical vocabulary libraries, etc. that allow quicker turnaround of requests. This provides a built-in governance framework and enables teams to ensure methodologies and definitions are consistent, reducing conflicting results across studies.

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