IBM MarketScan
Treatment Pathways
Databases and tools
IBM® MarketScan® Treatment Pathways

Transform the way you conduct research

In today’s environment, you need answers quickly. Sometimes you can’t wait for a six-week research study to be completed. And sometimes you just want to explore possibilities without committing programming resources. MarketScan Treatment Pathways from IBM Watson Health™ is designed to help you work more efficiently by overlaying an online analytic interface onto large patient-level databases such as IBM® MarketScan®. The tool’s sharing functions were designed to enhance your ability to actively collaborate with coworkers on your analysis.

MarketScan Treatment Pathways supports cross-sectional and longitudinal analyses, descriptive reporting, iterative exploratory research and quick querying, allowing studies or portions of study work to be completed without the need for data intake, software, or custom programming.

Data accessibility, speed, flexibility and collaboration are hallmarks of MarketScan Treatment Pathways. Most importantly, MarketScan Treatment Pathways can help researchers find answers and transform the way you conduct healthcare research.

Visualize a treatment pathway

We think visually mapping a patient journey is key to exploring new opportunities. With MarketScan Treatment Pathways, you can build a sequence of events with intuitively drawn treatment flow diagrams. You can also create nodes and arcs to determine the events leading up to a diagnosis, time to treatment, switching pattern and outcome events.

Each node represents a defined event—a drug treatment, diagnosis, clinical result, procedure, healthcare encounter, or any combination of these options—in the treatment pathway. Available in each node are reports describing the demographics, comorbidities, procedures, concomitant medications and costs of patients experiencing the defined event.

Potential benefits

– Understand how patient conditions and treatments evolve
– Examine the events leading to a treatment decision
– Understand patient populations, how they’re treated and the associated potential clinical and cost outcomes
– Complete custom studies in a fraction of the time
– Collaborate with co-investigators worldwide

Features

– Speed and flexibility to mine patient level data
– Easy-to-use visual interface
– Online access to the MarketScan databases for rapid claims analysis

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The MarketScan Treatment Pathways visual interface is designed to help you quickly cut the data by diagnosis, procedures, treatments, events and treatment locations (i.e., office, hospital, lab, emergency room). You can move forward or backward in time, or toggle between tables and graphs, using an intuitive interface of commands, nodes and arcs.

**Speed to insights**

By visualizing robust patient-level data such as those found in the IBM® MarketScan® Research Databases, you can efficiently see different patient pathways. Standard reports include demographics, annualized costs, comorbidities, procedures, top drugs and proximity maps for pre- and post-event comparisons. You can build study groups from nodes to perform more sophisticated analyses built into the tool. At any point, you can create and export a patient-level analytic file of your selected cohort of patients, with variables of your choice. And you can do this without the need for programming resources.

**Sample MarketScan Treatment Pathways**

![Sample MarketScan Treatment Pathways Diagram]

**Flexibility to pursue opportunities**

Whether you are exploring a hypothesis, testing an analytic strategy for a full-blown study, calculating market size, or determining patient segments, MarketScan Treatment Pathways helps you to explore your options using an intuitive interface overlaying real-world patient-level data.

**Powerful data**

Virtually any healthcare dataset can be analyzed with MarketScan Treatment Pathways. Among those datasets are the MarketScan Research Databases. These patient-level claims databases have been used since 1992 for healthcare research and have an excellent publication track record in peer-reviewed journals. They are the longest-running and largest proprietary US claims databases available for healthcare research, with data from more than 185 million unique patients.
Get connected
For more information on how MarketScan Treatment Pathways can help transform how you conduct healthcare research, please contact us at govfed@us.ibm.com.

About IBM Watson Health
IBM Watson Health aspires to improve lives and give hope by delivering innovation, through data and cognitive insights, to address the world’s most pressing health challenges. The organization aims to provide customers with the technology and expertise they need to power thriving organizations, support vibrant communities, and solve health challenges for people everywhere.

For more information on IBM Watson Health, visit: ibm.com/watsonhealth