

Use real-world healthcare data to analyze utilization patterns and costs

[IBM MarketScan® Research Databases](#)

An independent source of comparative healthcare data to help you:

- Gain a more accurate representation of your commercial, under age 65 population using negotiated contract reimbursement rates (allowed instead of billed or Medicare rates)
- Consistently track patients over time through detailed patient-level information
- Retain patients when they switch health plans with data from multiple sources
- Design benefit and treatment plans that reflect the continuum of care

Highlights



Over 273 million unique patients



Broad geographic coverage (national, regional, state, intrastate)

Rising costs, increasing competition and a dynamic regulatory environment can create new challenges for healthcare payers.

The IBM® MarketScan® Research Databases provide a comprehensive data set that is strong longitudinally, detailed at the patient level and reflects the continuum of care. The databases were designed to make it easy to use real-world data to analyze utilization patterns and cost.

MarketScan can help you conduct thorough comparative analyses with:

- Data tracking of patients over several years and across multiple health plans
- Diverse data sources including employers, health plans and government agencies
- In-depth, patient-level detail linked by unique security-rich, privacy-protected identifiers to support consistency across services
- Integrated treatment and plan design reflecting the complexity of healthcare delivery

The information provided by MarketScan can be utilized by multiple departments, including:

- Benefits departments
- Employee benefits consultants, actuaries or brokers
- Network development/provider contracting
- Medical informatics/economics
- Data management
- Group account management
- Patient advocate firms

Support for informed, evidence-based decisions

To help you formulate answers to your specific business questions, we can tailor a solution designed to meet your needs and budget. Options include custom benchmark measures by industry, geographic location and/or medical procedures.

Commercial Database

Consists of medical and drug data from employers and health plans for several million individuals annually, encompassing employees, their spouses and dependents who are covered by employer-sponsored private health insurance in the US.

Medicare Database

Includes the employer-paid portion and out-of-pocket patient expenses for both Advantage and Supplemental plans, as well as the Medicare-covered portion of payment (represented as Coordination of Benefits Amount or COB) for Supplemental plans.

Multi-State Medicaid Database

Contains the medical, surgical and prescription drug experience of millions of enrollees from multiple states, including records of inpatient services and admissions, outpatient services and prescription drugs.

Health and Productivity Management (HPM) Database

Links data on workplace absence, short- and long-term disability, and workers' compensation with medical/surgical claims and outpatient drug data.

Benefit Plan Design

(BPD) Database

Contains detailed information about benefit plan characteristics for a subset of the health plans represented in the MarketScan Commercial and MarketScan Medicare Supplemental Databases.

Lab Results Database

Links outpatient drug data with enrollment and laboratory test results.

Health Risk Assessment

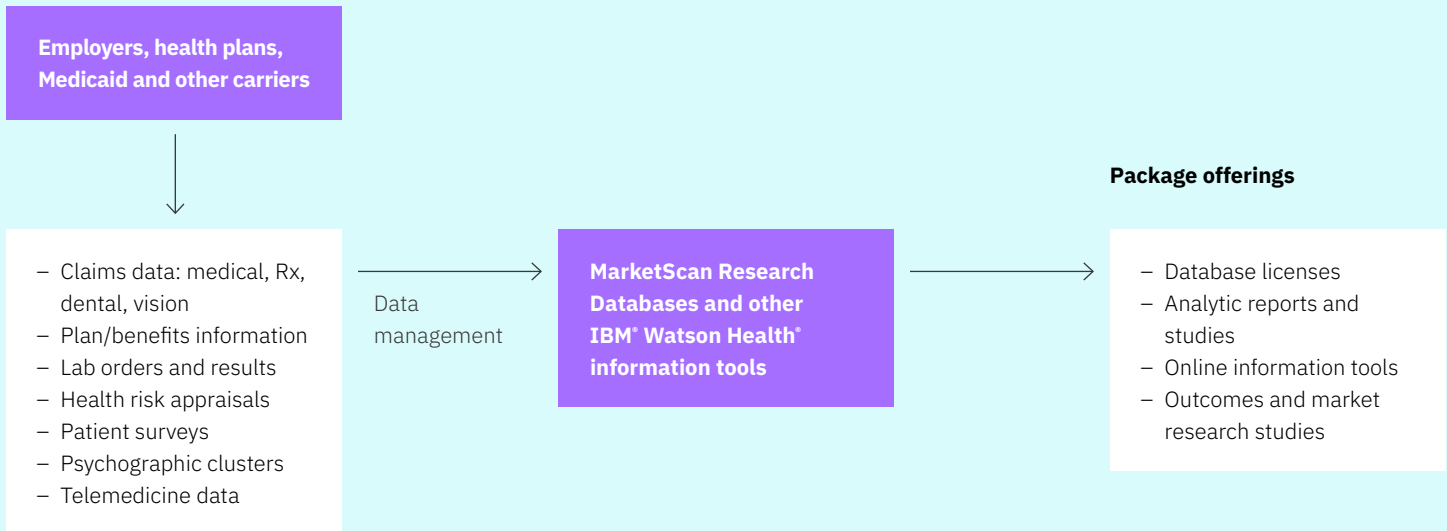
(HRA) Database

Provides a claims-HRA linked data set of specialized data to evaluate the contribution of patient behaviors to health outcomes — including self-reported data on clinical variables that may otherwise be unavailable.

Dental Database

Integrates medical, drug and dental databases to help researchers investigate relationships between dental care, use of pharmaceuticals for oral health, and medical conditions.

Robust, diverse data sources



A few of the diverse applications of MarketScan data

Fee-schedule comparative information

Determine an effective way to develop reimbursement schemes designed to be fair and equitable to providers while enabling better management of premiums.

Chronic condition benchmarking report

Learn what others are doing to assist in managing chronic conditions and exhibit your success stories to your stakeholders.

Outpatient high-cost services profiling analysis

Discover what the national norms are and determine the steps to revise provider rates, institute vendor management programs and encourage subscribers to utilize care more effectively.

Evaluation of alternative plan models

See what the trends are nationally for HDHPs, CDHPs, HSAs and other initiatives, to help position your business for these enhanced designs.

Plan benchmarking

Compare your plan cost and utilization pattern to similar firms by industry, geography, or member demographics.



Learn more

For more information on how MarketScan data sets can enhance your organization's healthcare analytic insights, [visit our website](#) or [schedule a consultation](#) with a MarketScan expert.

About Watson Health

IBM Watson Health is a data, analytics, and technology partner for the health industry. Supported by the innovation of IBM and intelligence of Watson, we are committed to helping build smarter health ecosystems. Through the combination of our deep industry expertise in health, data and analytics, actionable insights, and reputation for security and trust, Watson Health is working together with its clients and partners to help them achieve simpler processes, better care insights, faster breakthroughs, and improved experiences for people around the world.

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