IBM MarketScan Research Databases

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

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

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.

Your customized solution will access data from our commercial, Medicaid and benefit plan design databases, among others.

The IBM® MarketScan® Commercial Database provides in-depth, cross-sectional and longitudinal views of healthcare practices and costs for the American working population and their dependents. Adjudicated, patient-level claims are linked with other MarketScan data sets, including the IBM® MarketScan® Benefit Plan Design Database. Linking data at the patient level can enrich the insights derived from claims-based research. A representative subset of the full database is available for licensing.

The IBM® MarketScan® Medicare Supplemental Database includes both the Medicare-covered and employer-paid portions of the healthcare encounter. Detailed cost, utilization and other information from inpatient and outpatient settings allows tracking of employees and dependents moving through their Medicare years.

The IBM® MarketScan® Multi-State Medicaid Database pools claims from millions of Medicaid enrollees from a number of geographically dispersed states. It includes a long-term care claims file that captures nursing home stays, home health care and long-term care services.

**Robust, diverse data sources**

<table>
<thead>
<tr>
<th>Employers, health plans, Medicaid and other carriers</th>
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<tbody>
<tr>
<td>Claims data: medical, Rx, dental, vision</td>
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<td>Plan/benefits information</td>
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<td>Lab orders and results</td>
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<td>Health risk appraisals</td>
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<td>Patient surveys</td>
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<td>Psychographic clusters</td>
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<td>Telemedicine data</td>
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**Package offerings**

- Database licenses
- Analytic reports and studies
- Online information tools
- Outcomes and market research studies

**A few of the diverse applications of MarketScan**

- Fee-schedule comparative information
- Chronic condition benchmarking report
- Outpatient high-cost services profiling analysis
- Evaluation of alternative plan models
- Plan Benchmarking

- Determine an effective way to develop reimbursement schemes designed to be fair and equitable to providers while enabling better management of premiums.
- Learn what others are doing to assist in managing chronic conditions and exhibit your success stories to your stakeholders.
- 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.
- See what the trends are nationally for HDHPs, CDHPs, HSAs and other initiatives, to help position your business for these enhanced designs.

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Get connected
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About IBM Watson Health
Each day, professionals throughout the health ecosystem make powerful progress toward a healthier future. At IBM Watson Health, we help them remove obstacles, optimize efforts and reveal new insights to support the people they serve. Working across the landscape, from payers and providers to governments and life sciences, we bring together deep health expertise; proven innovation; and the power of artificial intelligence to enable our customers to uncover, connect and act — as they work to solve health challenges for people everywhere.

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