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.
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.