IBM MarketScan online research tools

Estimate the US market for your product

Help reduce your research time using IBM® MarketScan® online research tools:
- IBM® MarketScan® Inpatient View
- IBM® MarketScan® Outpatient View
- IBM® MarketScan® Sample Select

With these tools, you can estimate top-line market demand for your product, uncover new opportunities, and understand payer and practice trends that may affect your product’s market performance.

Potential benefits
- Designed to help you uncover market opportunities for your product in the US market
- Help estimate market size in the US inpatient, outpatient and commercial markets
- Help identify shifts in settings of care (that is, inpatient to outpatient)
- Designed to help you cut research time to minutes

Features
- Underlying tools include robust data sources
- Query by diagnosis, procedure or brand
- Can forecast five-year trends in the US
- Estimates disease prevalence in an important US payer group
- Can provide key patient, physician, payer and facility statistics
- Demonstrates trends in volume over recent years
Measure inpatient market demand

Help quantify product and procedure demand in the US inpatient setting with MarketScan Inpatient View. This online tool provides access to diagnosis and procedure volumes in US hospitals for the three most recent years plus a five-year forecast. Reports can be run by individual or aggregated procedure or diagnosis codes using look-up functions. Product decisions are informed by observing trends in key market statistics including:

– Patient age distributions
– Primary and secondary status of the diagnosis or procedure
– Care setting prior to admission and post discharge
– Operative status
– Length of stay
– Regional, facility and payer mix distributions

MarketScan Inpatient View allows you to link primary and secondary diagnoses and procedures so you can identify changes and trends in inpatient practice patterns that may affect your market.

Using data from over 28.5 million inpatient records from public and proprietary sources, the database underlying MarketScan Inpatient View represents 73 percent of the annual discharges from hospitals in the US.

Sample MarketScan Outpatient View report:

Analyze trends in the US outpatient market

The complement to MarketScan Inpatient View, MarketScan Outpatient View enables you to assess the US outpatient market, analyze trends and uncover opportunities in hospital outpatient facilities, emergency rooms and physician offices. Defined by your diagnosis and procedure code selections, detailed reports display the most recent three-year trends in the US outpatient market, plus key statistics such as patient age, site of care, physician specialty, payer mix and physician charges. Data can be exported for further analysis and integration into forecasting models.

Estimate treatment rates in the US commercially-insured market

MarketScan Sample Select is a web-based tool that allows users to query the latest IBM® MarketScan® Commercial Database, IBM® MarketScan® Medicare Supplemental Database and IBM® MarketScan® Multi-State Medicaid Database for patient counts and summary statistics. MarketScan Sample Select users can estimate diagnosis, procedure and treatment rates. Results may be exported into presentation-ready format. Information may be broken out by demographic categories such as age, gender, region and health-plan type. For each patient subset of interest—as defined by diagnosis, procedure or drug use—the Age Group Denominator Report provides a projected estimate for the US market. These projections can be made for the commercially insured, Medicare Supplemental, Medicare, Medicaid and self-pay populations, based on certain assumptions.

MarketScan Sample Select includes the following:

– Quarterly data updates following the same update schedule as the IBM® MarketScan® Treatment Pathways tool
– The ability to build patient cohorts on the fly—counts are displayed at each step of adding an event (diagnosis, procedure, drug), or a continuous-enrollment or clean-period filter
– The flexibility to define a time period, including continuous enrollment and clean periods
– Detailed stratification for utilization and expenditure reports
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

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For more information
For a demonstration on how these MarketScan online research tools can assist you in making decisions regarding your product potential in the US market, please contact us at marketscan@us.ibm.com.