



## Leverage Claims Data to Predict Product Use and Revenue

If you develop, manufacture and market life science and clinical solutions, FAIR Health data can help you gain insights into potential markets. Claims data can shed light on trends over time and across geographies, revealing utilization, cost, geographic location and certain demographics of the patients who use or might need the services or devices you offer.

### Get Access to a Database of over 25 Billion Claim Records from 2002 to the Present

Our FH NPIC<sup>®</sup> (National Private Insurance Claims) database provides the nation's most complete picture of the costs and utilization of privately billed medical and dental services. The database currently houses over 25 billion claim records from all parts of the United States, dating back to 2002, contributed by payors and administrators who insure or process claims for private insurance plans covering more than 150 million individuals. In addition, this dataset enables longitudinal tracking over time for a subset of approximately 50 million patients based on unique, de-identified patient IDs.

**In addition to offering secure data files, FAIR Health provides data in a variety of other formats.**

- For maximum utility in informing your business decisions, recent data from our FH NPIC database are aggregated and reported in our FH<sup>®</sup> Benchmarks products, presenting benchmark percentiles for thousands of codes in 493 geographic locations. Those benchmarks include FH Charge Benchmarks, which report the non-discounted fees billed by providers, and FH Allowed Benchmarks, which report the amounts allowed for payment by insurers and other payors.
- FH Custom Analytics offers customized analyses, dashboards and reports. Our experienced team will collaborate with you to understand your goals, create a dataset to meet your needs and bring your data to life with data visualization tools, reports or an interactive dashboard.

**These offerings are ideal for:**

- R&D analysts;
- Product managers;
- Commercial and clinical researchers;
- Pharmaceutical and durable medical equipment (DME) manufacturers and distributors; and
- Their research funders, investors and advisors.

**You can use our unique, actionable analytics and record-level data to:**

- Generate insights into clinical practice patterns and trends;
- Advance clinical trials;
- Track the progression of disease symptoms;
- Frame longitudinal studies to evaluate outcomes;
- Help assess the commercial market for products based on medical services or diagnoses; and
- Support research into life sciences solutions.

**This, in turn, will provide you with a reliable basis for:**

- Revenue projection;
- Development of marketing budgets;
- Research design;
- Product assessment;
- Inventory management; and
- Return on investment.

### FH<sup>®</sup> Benchmarks

#### FH Charge Benchmarks

- FH Medical
- FH Dental
- FH HCPCS
- FH Anesthesia
- FH Inpatient Facility
- FH Outpatient Facility
- FH ASC Facility

#### FH Allowed Benchmarks

- FH Allowed Medical
- FH Allowed Dental
- FH Allowed HCPCS
- FH Allowed Anesthesia
- FH Allowed Outpatient Facility

## A Basis for Action

You can turn to FAIR Health's record-level claims data, aggregated benchmark data and custom analytics for many functions. Here are some notable uses:

### Research

Using our de-identified member data, you can undertake longitudinal studies that provide insights into clinical issues and treatment patterns and assess the patient's beginning-to-end treatment path.

### Clinical Trials

If you isolate data with key clinical attributes relevant to a clinical trial, you can facilitate communications with appropriate healthcare providers to advance the population of clinical trials.

### Market Assessment

By analyzing FH Charge Benchmarks and FH Allowed Benchmarks for specific procedures and services, you can size the market and identify underserved geographic regions that might be suitable for expansion, using frequency information provided by geographic location.

### Market Development

If you manufacture medical equipment and devices, you can consult our data to gain insights about equipment utilization or to inform negotiations with carriers for reimbursement for a new device or drug treatment, based on the value it brings.

### Customer Demographic Analysis

With our data, you can create prospective customer marketing profiles that include:

- Procedure and location;
- Diagnoses and comorbidities; and
- De-identified member data and demographic information, such as age and gender.

### Product Efficacy Tracking

By drawing on our de-identified member data, you can track the patient's care and gain insight into product efficacy. For example, based on data about de-identified patients who use a new opioid dependence treatment, you might discern subsequent trends in the incidence of overdoses.

Contact us to discuss the data and formats  
that best meet your needs.

[info@fairhealth.org](mailto:info@fairhealth.org) • 855-301-FAIR (3247)

INDEPENDENT. SECURE.  
COMPREHENSIVE.



**HITRUST**  
CSF Certified



FAIR Health is a national, independent nonprofit whose mission is to bring transparency to healthcare costs and health insurance information through comprehensive data products, consumer resources and support for health systems research. In furtherance of its mission, FAIR Health holds the largest collection of private healthcare claims data in the United States, and, as a Qualified Entity certified by the Centers for Medicare & Medicaid Services (CMS), receives all Medicare Parts A, B and D claims for all 50 states and Washington, DC. FAIR Health earned HITRUST CSF Certified Status by meeting key healthcare regulations and requirements for protecting and securing sensitive private healthcare information. In recognition of its data security policies and practices, FAIR Health also received Service Organization Controls (SOC 2) certification, demonstrating compliance with the guidelines of the American Institute of Certified Public Accountants (AICPA). FAIR Health is not affiliated with any governmental agency, insurer or other organization in the healthcare sector.

**FAIR Health**  
Know Your Source