

Editorial Meeting Minutes/Resolutions - November 14, 2023

I. TITLES/STANDFIRSTS/LEDES (The introductory paragraph or paragraphs of a newspaper, or a news or other type of article; the lead or lead-in)

1. A healthcare analytics platform seeks to transform how medical claims work

By Oladimeji Ewumi

Nov 16, 2023

Standfirst: **Existing healthcare systems are highly imperfect - even incremental improvements can deliver big benefits for patients.** The CEO of PurpleLab, a **health tech** company focused on achieving **better health outcomes**, recently sat down with The Yuan to discuss how this is being done.

LISBON - PurpleLab's healthcare analytics platform HealthNexus™ is one of the largest medical claims databases in the United States. PurpleLab, which last year [raised USD 40 million](#) in funding, works with clinical researchers, pharmaceutical companies, and **Health Economics and Outcomes Researchers (HEOR)** to provide data for their projects. PurpleLab Inc. CEO and Founder Mark Brosso sat down with The Yuan **contributor Oladimeji Ewumi** to discuss how his company aims to drive better health outcomes with its no-code analytics platform.

2. PurpleLab's Big Data transforms provision of healthcare across the spectrum

By Oladimeji Ewumi

Nov 16, 2023

STANDFIRST: PurpleLab is a US healthtech firm that applies Big Data to achieve better provision of healthcare services for its clients. Its CEO Mark Brosso recently sat down with The Yuan to showcase the firm's latest advances, which are poised to reconfigure the entire healthcare dynamic.

LISBON - PurpleLab's HealthNexus™ healthcare analytics platform is one of the largest medical claims databases in the United States. PurpleLab, which last year raised USD40 million in funding, works with clinical researchers, pharmaceutical companies, and researchers applying the Health Economics and Outcomes Research (HEOR) - the application of the principles of economics to healthcare - to supply data for their projects using its no-code analytics platform. Mark Brosso, PurpleLab's chief executive and founder, granted an exclusive interview to the Yuan to shed light on the firm's most recent and exciting innovations.

II. INTERVIEWS

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- A. PurpleLab created [the] healthcare analytics platform HealthNexus™ to drive innovation across the healthcare continuum. The idea is to make health risks more understandable for life sciences, advertising, payer, and provider organizations. By providing them with real-world data (RWD) on social determinants of health (SDOH), patient treatment patterns, clinical trials, treatment accessibility, market access, and patient journey, **[PurpleLab is]** working to ensure that they are equipped with the insights needed to take meaningful actions in the healthcare industry and ultimately drive better patient outcomes.

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- B. **[Our company is proud to have]** one of the largest medical and pharmacy claims databases in the US. Through billions of data points, [our company] provides insights into how, [e.g.,] SDOH impacts access to treatments [and] therapies for different diseases such as Alzheimer's, patient and provider treatment patterns for high-cost diseases like multiple sclerosis, and how variables such as race, ethnicity, income level, marital status, education, or combinations of these variables impact access to treatment and mortality for specific diseases.

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- C. As for access, PurpleLab is **unique [in]** having created a self-service **software as a service (SaaS)** data analytics platform that provides real-time, updated data through a highly user-friendly interface. Users can tap billions of patient-level

encounters updated on a daily, weekly, or monthly basis - all through a subscription-based model where users can frequently refresh reports and insights on an as-needed basis.

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- D. **[Overall,]** I **have** over 30 years of experience in the healthcare data space, having founded several **big data companies** before founding PurpleLab. The first was Health Market Science, **Inc.** in 1999, **[a company which was later]** acquired by LexisNexis Health in 2014. The second was **Aileron Solutions, LLC** in 2009, **[which was]** acquired by IQVIA in 2014. At PurpleLab, we are lucky to have gathered a team of highly seasoned data scientists and analysts with decades of experience. Our [company's] combined experience has [enabled] a profound understanding of Big Data related to healthcare and provider/patient interactions.

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- E. Big organizations have been promising to unlock revolutionary changes to healthcare through data analytics for over a decade. Yet in many ways, those promises remain unrealized, and [our company's mission] is **[in large part a result of]** this failure to deliver. Simply put, by reducing the time, effort, and costs associated with traditional claims data ingestion and preparation, [our company] seeks to democratize claims-driven insights across organizations without sacrificing data quality and integrity.

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- F. Even with loads of data from big aggregators and hired data analysts, organizations must figure out what to do with **the data they [have]**. [Even more] problematic, **[when] running** these analytics the wait time for producing insights

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- G. **[Our company has]** created a platform where no coding is needed. Organizations can generate fully configurable analytical reports that address their specific **real-world evidence** needs without forcing them to use scarce technical resources. **[Best of all,]** instead of eight to 12 weeks **[our company]** can generate those reports in eight to 12 minutes or less.

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- H. PurpleLab uses regression models to project claim and patient volumes for various provider types - **healthcare providers (HCP), GRP(?), and FAC(?)** - for user-specified diagnoses, procedures, and medications.

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- I. I. How would you ensure that the RWD and claims data provided by your platform adhere to all relevant regulatory and ethical standards, **such as HIPAA compliance?**

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- J. PurpleLab is **HiTrust and SOC 2** compliant and certified. To obtain these credentials, an organization must demonstrate and validate its data security through rigorous tests. **[Our company is]** also a **Centers for Medicare & Medicaid Services (CMS)** Qualified Entity, meaning **[PurpleLab]** had to prove to CMS that [it] had the required quantity of data and the necessary ability to secure that data.

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- K. At the same time, the other case study documents **[PurpleLab's]** joint efforts to increase access to treatment for individuals with migraines and headaches.

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- L. [PurpleLab's] **Chief Medical Information Officer, Dr. Russell D. Robbins**, recently submitted a study to the PMSA **journal**.

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- M. Big **p**harma organizations are using PurpleLab data to make decisions optimizing clinical trials, drug development, and commercialization strategies.

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- N. **In the healthcare industry, data quality is crucial.**

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- O. Depending on the source, **[PurpleLab's]** data team ensures **[that the company's] data** is frequently refreshed on a daily, weekly, or monthly basis. [PurpleLab] processes 5.5+ billion annual claims from hundreds of diverse data sources, including 2,200 health systems and 5.9 million healthcare providers, **Master Death File data**, data from 1.6 million **HCOs**, 98 percent coverage of US payers, and 7,500 plans.

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- P. That being said, **[PurpleLab is]** vigilant in correcting any data quality challenges that could emerge, working to fix them internally or with third-party partners.

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- Q. **[PurpleLab]** aims to make healthcare data analytics affordable and efficient, so that real, widespread change can occur. If **[our company]** can accomplish these things, the sky is the limit for Big Data in healthcare. Advanced analytics and machine learning will be able to predict disease outbreaks, patient readmissions, and treatment outcomes, enabling proactive interventions and finally personalized medicine. **[PurpleLab]** will also be able to provide analytics that generates real-time insights to help clinicians make better decisions at the point

of care, and accelerate clinical trials and drug discovery while leveraging SDOH to pinpoint the sources of health inequities and correct them.

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