

# NASH & NAFLD:

## Actionable data cohorts

February 2019

## Overview

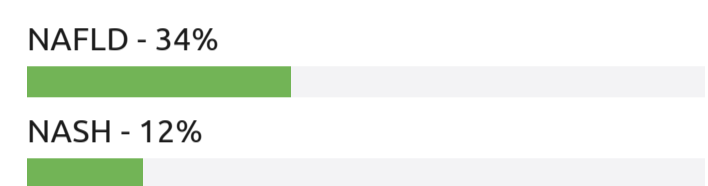
HealthVerity's research and analytics team has discovered unparalleled findings for Nonalcoholic Steatohepatitis (NASH) & Nonalcoholic fatty liver disease (NAFLD). By leveraging highly sophisticated de-identification capabilities combined with unique data sources within HealthVerity Marketplace, you now have access to novel insights that have never been available before.

Take your NASH/NAFLD research to the next level.

## The basics

- Nonalcoholic fatty liver disease (NAFLD) is a condition in which fat builds up in your liver
- Nonalcoholic steatohepatitis (NASH) is a type of NAFLD. If NASH is detected, liver cell damage and inflammation, along with fat in your liver is usually apparent
- Some cases lead to fibrosis and eventually cirrhosis of the liver
- Usually, NAFLD/NASH causes few or no symptoms
- Certain health conditions—including obesity, cardiovascular disease, metabolic syndrome, and type 2 diabetes—make you more likely to develop NAFLD/NASH
- NAFLD is the most common metabolic liver disease worldwide, affecting 30% of the US

## Prevalence today in the general US population



source: The NASH Education Program

*NASH is expected to increase by 63% between 2015 and 2030*

## Use cases

Understand in-depth medical profiles of both patients and physicians and apply to actual use cases.

### Direct-to-consumer advertising

- Understand changes in patient behavior over time
- Compare spending by specific retail store
- Capture routine lab results, BMI and purchasing patterns

### Physician profiling & targeting

- Understand what doctors are testing for NASH / NAFLD
- Predict which doctors may have the most potential to write scripts for our brand
- Define specific areas of the country that may best for launch

## Packages

Explore the pre-packaged dataset options below; each available at a discounted rate.

# 1

### EMR data (with notes)

- NASH/NAFLD diagnosis in EMR
- Detailed physician notes

*Useful to understand...*

- How do physicians recognize NASH/NAFLD?
- When a physician suspects NASH/NAFLD, what recommendations are made to the patient?
- Do those physician recommendations change according to the comorbidity of the patient?

5,000 patients

# 2

### EMR data + Purchase data

- NASH/NAFLD diagnosis in EMR
- Patient retail purchase patterns captured in 3 year window

*Useful to understand...*

- What is the consumer profile of a patient with NASH/NAFLD?
- Is there a difference in patient behavior pre/post diagnosis?
- What types of retail stores does a patient with NASH/NAFLD commonly shop?

30,000 patients

# 3

### Lab roll-up table

- NASH/NAFLD lab test and/or NASH/NAFLD positive liver biopsy
- Physician info included
- Count of tests ordered included

*Useful to understand...*

- Which physicians are managing NASH/NAFLD patients?
- How many tests are commonly necessary to define diagnosis?
- Recurring feed for sales force targets

17,000 patients

Contact [sales@healthverity.com](mailto:sales@healthverity.com) for pricing