

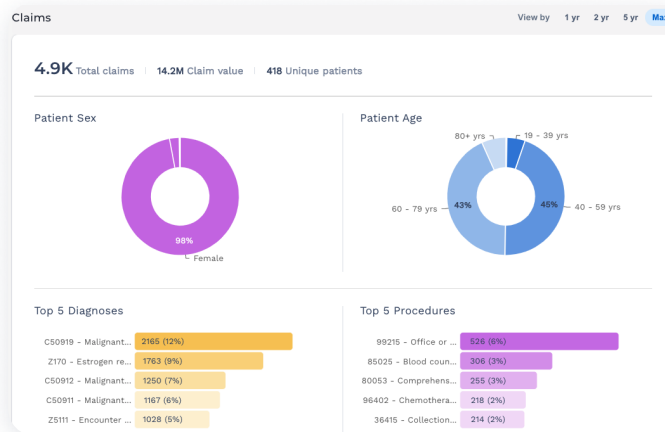
# The Value of Claims Data

H1 provided a US Medical Affairs team claims data to better detail the treatment landscape across 5 indications

Our client was planning a launch of a product within a new indication. To ensure they were targeting the right audience, they wanted to better understand the treatment landscape across a total of five indications. H1 delivered the top 200 HCPs in each indication and the top 200 treaters. Within 3 months the team reported an increase of 300% to their engagement metrics.

Diagnoses Search diagnoses by keyword or code 🔍

Description ↓	Code ↓	Scheme ↓	Count ↓	% ↓
Malignant neoplasm of unspecified site of unspecified female breast	C50919	ICD10	2,165	
Estrogen receptor positive status [ER+]	Z170	ICD10	1,763	
Malignant neoplasm of unspecified site of left female breast	C50912	ICD10	1,250	
Malignant neoplasm of unspecified site of right female breast	C50911	ICD10	1,167	
Encounter for antineoplastic chemotherapy	Z5111	ICD10	1,028	
Secondary malignant neoplasm of bone	C7951	ICD10	973	
Encounter for examination for normal comparison and control in clini...	Z006	ICD10	735	
Secondary malignant neoplasm of unspecified lung	C7800	ICD10	394	



**Of the 200 treatment leaders, 85% were new to the client and had not been contacted**

**“H1 really helped us with our strategy of targeting HCPs outside the traditional KOL.”**

H1 is enabling deeper and more meaningful strategic decision making by helping our clients understand those HCPs outside of the traditional model of a KOL. By targeting treatment leaders, H1 is helping medical affairs teams gain a true competitive advantage.