

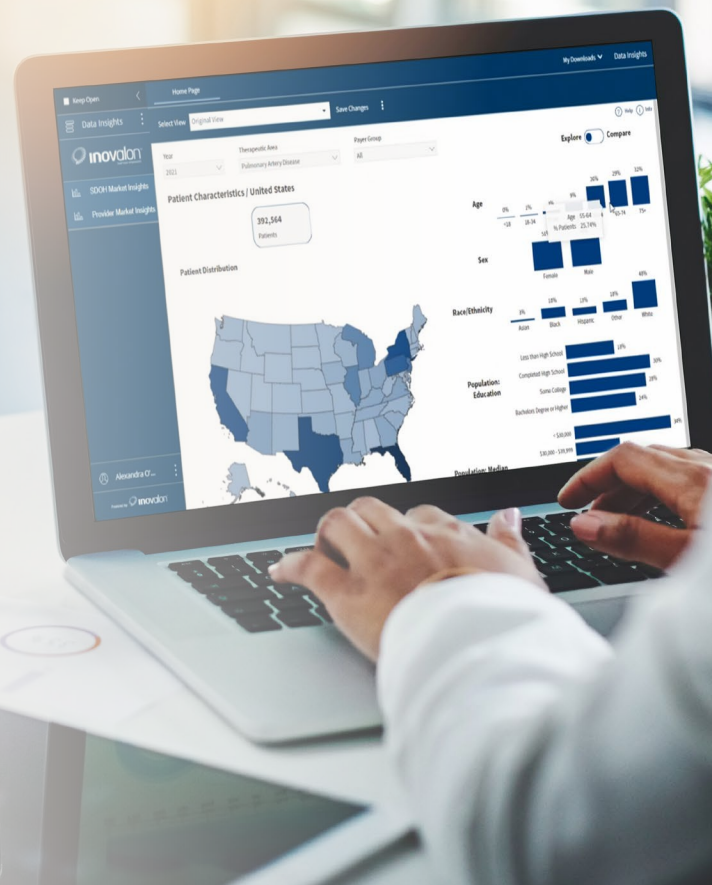
From Fragmented Data to Full Clarity: Close Care Gaps With Confidence

Life sciences teams are evolving how they engage with payers and providers, moving beyond volume metrics to strategies grounded in real-world insight.

But meaningful engagement takes more than data. It requires full visibility into the clinical, economic, and social drivers that shape patient access and outcomes.

The challenge? Most data is fragmented. Insights are disconnected. Social drivers of health (SDOH) are often missing entirely.

Inovalon's SDOH Market Insights™ combines 50+ social health factors with clinical and utilization data, so you can see what others miss, compare populations, and act fast to close critical care gaps.



Top Benefits for Life Sciences Teams

-  Get a clearer view of patient groups in key therapeutic areas
-  Pinpoint regions with unmet needs and rising disparities
-  Shape brand strategies around real-world treatment barriers
-  Fuel deeper scientific and peer-to-peer conversations

Data in Action: Closing Treatment Gaps in Migraine Care

A health plan faced rising costs from unmanaged migraines but lacked insight into the underlying drivers.

Using SDOH Market Insights, a field medical team delivered detailed data on migraine prevalence and healthcare resource utilization (HCRU) across the affected population, enabling the health plan to implement targeted interventions.

With SDOH Market Insights, they uncovered:

- 12% of employees (mostly female) had migraines with HCRU rates 3x higher
- Higher migraine rates and HCRU amount lower-income employees indicated a need for targeted support
- Undiagnosed headache cases showed even higher HCRU, especially in areas lacking neurologist access, presenting and opportunity for earlier intervention and expanded access to care.

Impact:

- Presented compelling data at a conference, motivating employers to customize migraine coverage by removing access barriers
- Reduced restrictions like strep therapy, providing first-line access to advanced treatments
- Lowered HCRU costs and improved worker productivity through better migraine management

Value & outcomes:



Fewer utilization management restrictions



Lower HCRU



Better patient outcomes and quality of life

Turning Data Into Direction

With [SDOH Market Insights](#), you'll see what drives disparities and access challenges across multiple layers of patient risk and care patterns.

- Patient Characteristics:** Demographics, geography, race/ethnicity, income, education
- Clinical Characteristics:** Chronic conditions, Charlson Comorbidity Index (CCI)
- Healthcare Utilization:** ER, inpatient, outpatient, and specialty visits
- Quality Measures:** HEDIS® and PQA-aligned performance metrics
- Comparison Tabs:** Analyze cohorts, uncover disparities, and tailor interventions

Who You'll Engage



Payers and Health Plans: Identify utilization patterns, equity gaps, and support value-based contracting



Health Systems and IDNs: Localize interventions and reduce total cost of care



Pharmacy Benefit Managers (PBMs): Guide benefit design based on adherence drivers and risk indicators



Specialty Pharmacies & Clinical Pharmacists: Segment patients to boost adherence, education, and persistence

Real-World Impact Across Conditions

Whether it's identifying high-risk populations or boosting care delivery, SDOH Market Insights enables teams to act faster and smarter across multiple conditions.

 Therapeutic Area	 Stakeholder	 What Changed	 Value and Outcomes
Shingles	Regional IDN	Surfaced high-risk, unvaccinated adults → launched targeted vaccination campaigns	Increased vaccination rates
Depression (MDD, Bipolar)	Regional IDN	Flagged high ER use in low-income ZIPs → targeted outreach reduced utilization	Expanded patient access Improved quality of care
COPD (Respiratory)	Mid-Size PBMs	Segmented patients → deployed adherence programs	Reduced care burden and cost

Smarter Strategy Starts With Focused Insight

With national-to-local views and built-in SDOH overlays, SDOH Market Insights helps you:

-  Drive evidence-backed conversations with health plans and providers
-  Tailor your strategy based on patient risk and geography
-  Equip field teams with clear, comparison-ready visuals
-  Spot and fix breakdowns in the care journey
-  Improve access, advance equity, and reduce cost

Insights You Can Act On. Results You Can Prove.

SDOH Market Insights helps you build smarter, faster, more equitable access strategies at scale.

Ready to see the solution in action?

[Book a Demo Today](#)

