

# Commercial Analytics

## Driving customer engagement and market access

The U.S. healthcare market is changing fast with new rules, rising competition, and increasing complexity. To stay ahead, teams need more than surface-level insights.

Inovalon's Commercial Analytics™ solutions make that possible.

Powered by data from over 300 million patients and enhanced with social drivers of health (SDOH) information, Commercial Analytics offers a full view of market activity, real-world outcomes, and patient needs.

With a deeper understanding of performance trends and patient journeys, you can engage customers more effectively, highlight your value, and improve market access – all while making faster, more informed decisions.

## Advantages for Your Organization

-  Engage better with customers using personalized strategies and clear value messaging.
-  Enhance patient access to affordable treatments.
-  Help patients start and stay on specialty drugs by managing their journey more effectively.
-  Find what's working and what's not with clear, data-driven insights.
-  Tailor your project to fit with your goals, methods, and market needs.

## Data Highlights

**99B+**

Medical, Pharmacy,  
and Lab Events

**32B+**

Rx Claims

**300M+**

Unique Patients

**1.1M+**

Physicians

**733K+**

Clinical  
Facilities

## Solution Features



Analysis of disease trends, healthcare use, care quality, and payer-provider relationships.



Identification of care gaps and differences in patient outcomes.



Tools to support market access planning and decisions.



Capabilities for launch planning, deal modeling, and gross-to-net (GTN) analysis.



Tracking and management of specialty patient journeys, including time to therapy and medication adherence.



Flexible services that work with your existing platforms.