

SDOH Market Insights

Expand therapy access to improve patient outcomes

Too often, patient access barriers go unnoticed – buried in fragmented data, masked by social risk factors, or lost in incomplete insights.

Inovalon's SDOH Market Insights™ brings these barriers into focus. Drawing on robust data from over 300 million patients, including medical, pharmacy, and social factors, it offers a full view of the patient journey across care settings.

With smart visuals and the ability to drill down by geography, demographics, clinical drivers, and social factors, this SDOH analytics solution helps teams inform targeted interventions, strengthen payer and provider engagement, and ensure life-changing therapies reach the patients who need them most.

Advantages for Your Organization

-  Drive payer and provider engagement with trusted data.
-  Target interventions by geography, population, and risk factors.
-  Equip field teams with clear, comparison-ready visuals.
-  Spot and close gaps at every stage of the patient journey.
-  Get proven strategies that improve patient access and outcomes.

Data Highlights

**99B+**

Medical, Pharmacy,
and Lab Events

**32B+**

Rx Claims

**300M+**

Unique Patients

**1.1M+**

Physicians

**733K+**

Clinical
Facilities

Solution Features



Access to the industry's largest dataset and 50+ SDOH variables.



National-to-local views with built-in SDOH overlays.



Dynamic, easy-to-use visualizations.



Highly detailed geographic information.



Patient segments by characteristics and risk factors.



Healthcare quality and resource utilization metrics.



Clinical and economic impacts of disease burden.