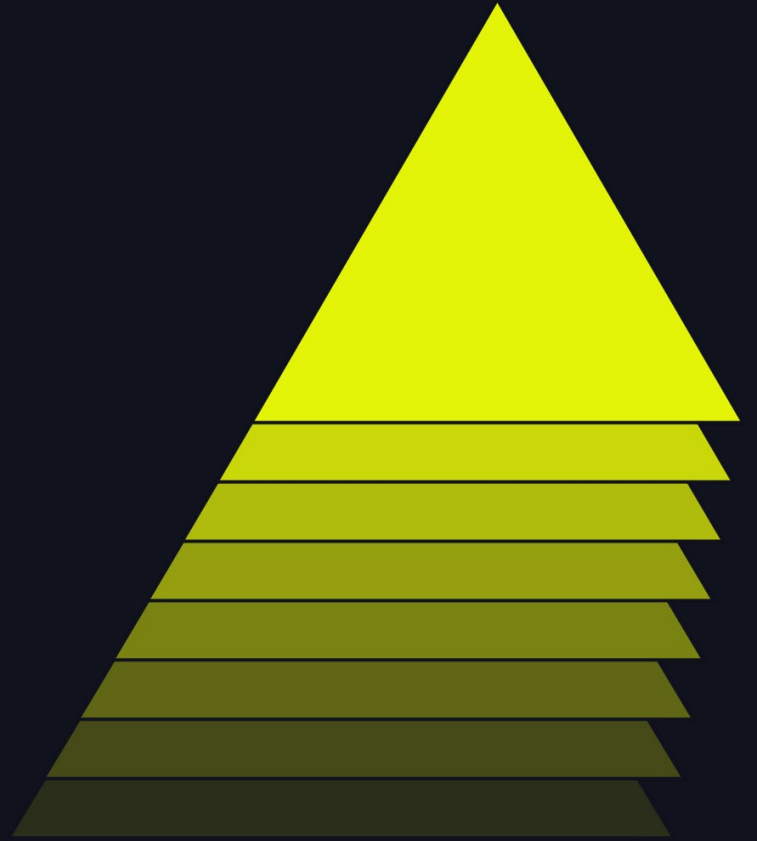


# Transforming Healthcare with Databricks Marketplace: Real- World Sharing Lessons

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Data and AI Summit 2024



# SESSION ABSTRACT

## Today's discussion

Data marketplaces in healthcare have the potential to revolutionize healthcare delivery and outcomes. This is especially true for organizations looking to augment AI innovation with quality third-party data. How should providers and payers leverage healthcare data from Databricks Marketplace and effortlessly integrate it with their data through the Databricks Lakehouse? Why did the world's largest global healthcare data networks choose to publish their datasets on Databricks Marketplace?

In this session, we will have industry leaders and practitioners from Kythera Labs, Definitive Healthcare, and POCN representing healthcare data providers and data consumers discuss the top challenges and learnings in data sharing and how to maximize ROI from collaborating on the Data Intelligence Platform with data analytics and AI in healthcare. This session is not to be missed if you are either looking to monetize your data for the healthcare domain or if you are looking to enhance your analytics and AI capabilities.

# SESSION PANELISTS

## Healthcare and Life Sciences Industry Leaders



**Casey Eastlack**  
Assistant Vice President,  
Professional Services  
Definitive Healthcare



**Jeff McDonald**  
Co-Founder &  
Chief Executive Officer  
Kythera Labs



**Therese Greble**  
Vice President,  
Data Operations & Analytics  
POCN

# Definitive Healthcare

Your premier partner for understanding the complex healthcare market

## About Definitive Healthcare

- Founded in 2011
- Public since 2021 (NASDAQ: DH)
- 950+ employees

## Key acquisitions

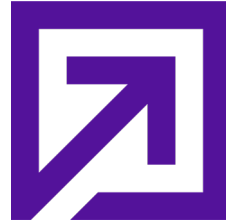
carevoyance

ANALYTICAL  
WIZARDS  
a DEFINITIVE HEALTHCARE company

IIIIPOPULI  
a DEFINITIVE HEALTHCARE company

MONOCL  
a DEFINITIVE HEALTHCARE company

## Extensive partner ecosystem



Transforming data,  
analytics, and expertise  
into healthcare  
commercial intelligence

## What Makes DH Unique



**Most comprehensive and accurate data** covering the entire healthcare ecosystem



**Flexible Delivery** through powerful SaaS tools and direct integrations into your internal systems



**Subject matter expertise** through work with ~3,000 customers

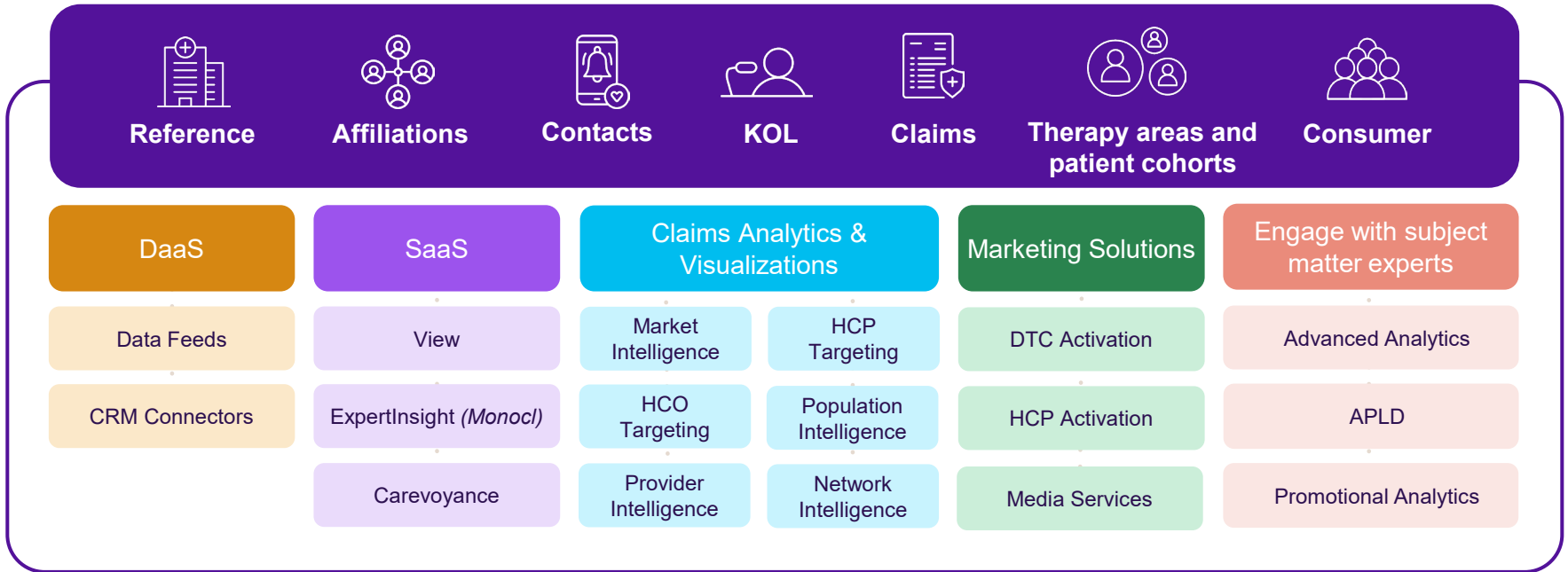


**Partnership Approach** committed to your success



# Expansive data and offering unlocks core use cases

HIGHEST QUALITY AND MOST COMPREHENSIVE DATA



# We partner with players across the healthcare ecosystem

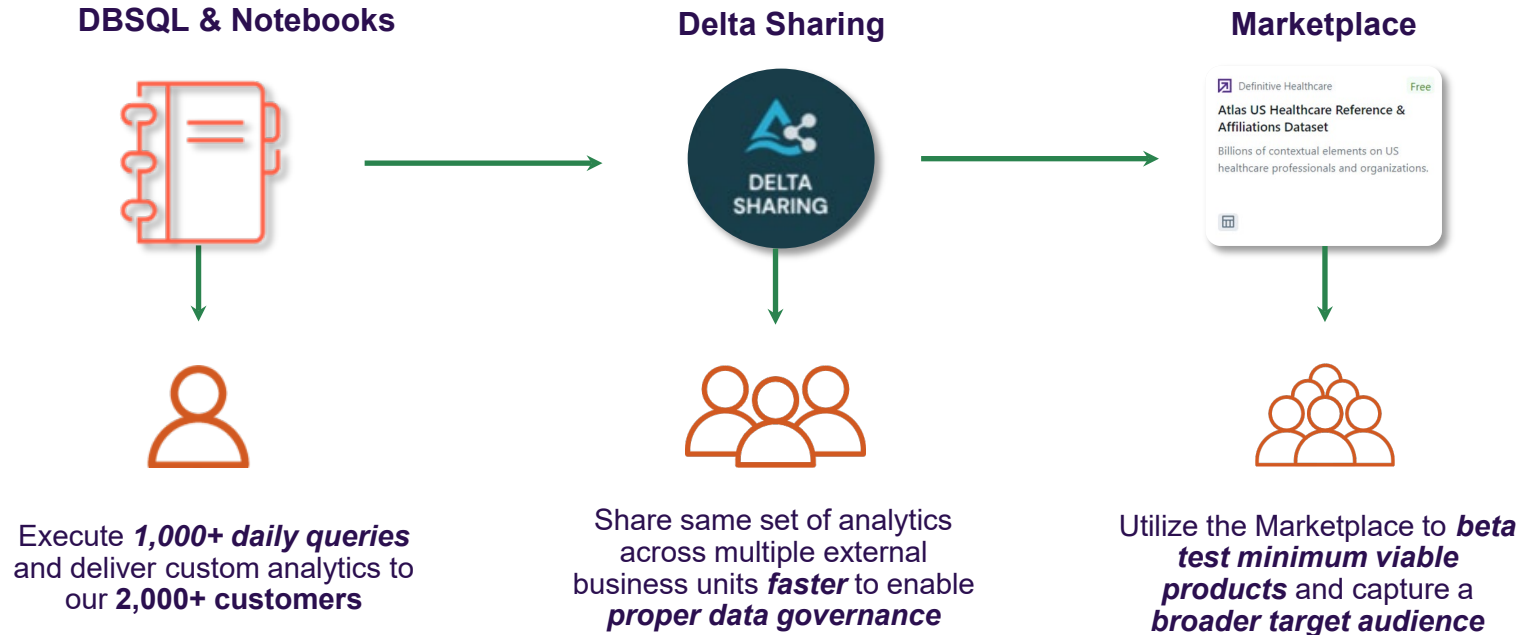
MedTech	 	 	 	 	TOP 10 MEDTECH  <b>10/10</b> Customers  -----  TOP 50 PHARMA  <b>42/50</b> Customers
Healthcare IT	 	 	 	 	
Healthcare Providers	 	 	 	 	
Biopharma	 	 	 	   	

A large and diverse customer base trusts Definitive as their primary partner



# Databricks & Definitive Healthcare

Operating analytics at scale to commercialize data-as-a-product





**Jeff McDonald**  
Kythera Labs CEO

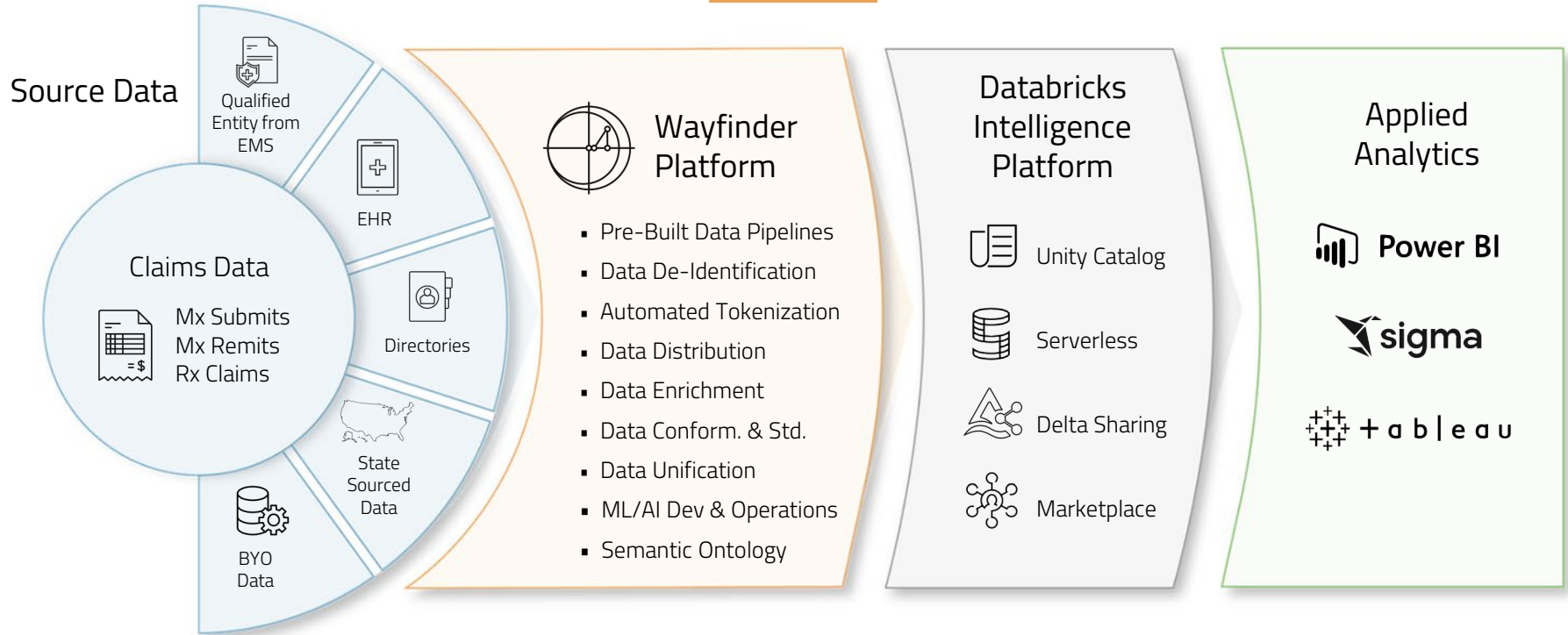
# About Kythera Labs

We empower healthcare innovators, explorers, and researchers who use data to improve healthcare. By reducing the burdens of healthcare data access and analysis, we enable quicker time to insights and reduce the time and cost of data engineering and infrastructure.



# About Kythera

## Partnering with Databricks





10 Years **educating, supporting, and advocating** for NPs and PAs

POCN provides an **unique point of access to the largest NP/PA data set** and opted-in professional network in the U.S.

NPs/PAs write **33%** of all prescriptions



## CHANGING THE WAY PHARMA ENGAGES

With Nurse Practitioners (NPs) and Physician's Associates (PAs)

# Not just Data, It's Actionable NP/PA Data

Information updated near real time!

## POCN Group's data and analytics provide unparalleled information:

- Demographic & Firmographic Data
- Communication / Contact Data
- DN affiliation, EHR usage, Education Data, referral data, association affiliations as well as speaking, research, and publication data
- Specialty (self-defined)
- Employment
- Educations
- Society and association details

# Strategy Built on Value, not just KPIs

## POCN Group understands the distinctive challenges and behaviors of NPs/PAs

Continuous, focused investments on supporting NPs and PAs

Long-term partnerships with NPs and PAs and their organizations

## 310 Million lives of Dx/Hx/Px Claims data

- 85% of all Dx and Hx claims
- 90%+ of all Retail and Specialty Rx Claims
- Actual/Not projected
- Historical Claims Data

## Diagnosis and Procedure Data

- Prescription data by drug/patient/prescriber
- Diagnosis data by ICD10 by patient by prescriber
- Procedure code by patient by prescriber
- Surgery by code by patient by prescriber

## Coupon & Adjudication Data

- 663 Million coupons monthly across 4,500 brands

## POCN NP/PA peer-influenced relationships

- POCN Group has established NP/PA relationships that foster trust
- Leverage POCN NP/PA peer-influences relationships to enhance brand affinity

# 2023 Goals and Objectives – The Plan

1

Learn from the past, adjust, & move forward quickly

2

Design Repeatable Processes

Intake Process, Metadata Setup, etc.

3

Automate

Standardize, focus on high volume areas

4

Integrate Data & Digital

5

Create an analytical platform



# DATA+AI SUMMIT

