

## **Patient Data Come of Age Abstract**

Contrary to popular belief, physicians still can't retrieve the full medical history of every patient who walks into their offices. Nor can they zap prescriptions through a clearinghouse that shows whether patients are eligible for coverage and reviews all medications they are taking to forestall drug-drug interactions. That era lies in the not-too-distant future. Nonetheless, pharma companies have access to vast amounts of patient data that they can use to their advantage today.

Patient data fall into two distinct groups, each serving a different market need. Patient-level data, derived from prescriptions filled and covering about half of the 3.2 billion scripts dispensed in the United States annually, can be projected to the entire US population. Patient-centric data include patients' other interactions with the healthcare establishment, such as hospitalizations and lab tests, and thus encompass more of each patient's medical history. Yet, those data represent only a sliver-in the low tens of millions-of the 200 million patients in the United States

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