

## CASE STUDY



## Transforming Data into Competitive Advantages with the Portable Data Image™ (.pdi™)— Dynamic Data Discovery in Seconds

### Situation:

Founded in 1999, Insight Health has 43 employees and supports more than 150 pharmaceutical companies throughout Germany. The company offers market data and market analysis tools to its pharmaceutical industry clientele. The company's goal is to supply the pharmaceutical industry with individualized information and sophisticated analyses in real time. Insight Health offers various research tools to support the development of protected substances, prescription data, pharmaceutical wholesales, and patient tracking for targeted product positioning.

### Problem: Unable to efficiently evaluate patient & prescription data

Insight Health analyzes several years of prescription data at the patient level. Data continuously comes in from over 25 million patients, throughout all medical specialty groups. As a result, Insight Health has over 364 million sets of prescription data in their database.

The previously implemented BI solutions were unable to perform complex analysis efficiently on this large of a database. Data mining was slow and the results were most often skewed by the queries posed. For a company providing leading edge analysis and information to its clientele, this was unacceptable. It became very clear that the company needed to find a fast, accurate, and unbiased solution that allowed the data to drive operational solutions.

### Solution: 360° Patient Data Analysis enables fast responses to complex queries in the shortest time

Enabling the ability to perform complex, in-memory analysis on multiple large data sets is unique to Panoratio. By using patented .pdi technology, Insight Health evaluates patient and prescription data faster than ever before.

*"We have selected Panoratio because it allows us to process our complete data volume in a matter of seconds."*

Michael Hensoldt,  
Product Manager at  
Insight Health



Their patient tracking database, with an approximate volume of 30G, is transparently compressed through the Panoratio PDI Generator™—into a .pdi with an approximate volume of 1.6G. Analysis is done through the PDI Explorer™, and response times to complex queries and ad-hoc queries are returned within 3 seconds.

The .pdi file represents a precise and complete image of the entire data set including all statistical interrelationships—in a data footprint that is reduced by over 90%. These files are then loaded onto any PC or laptop, where iterative, complex analysis is performed in a matter of seconds.

In contrast to common BI methods, there is practically no limit to the number of data sets and dimensions that can be analyzed. Multiple data sources can be combined into a single .pdi, and analyzed just as quickly. This means that multiple, disparate sources of patient-relevant data can be analyzed in minutes—yielding greater comprehension of all contributing data that comprises a patient’s medical history—and revealing correlations within that data that help improve quality of care overall.

Insight Health is now able to analyze and evaluate questions today for which there were previously no answers. For example, analysts can now query their data, and receive answers like:

*How do patient usage patterns vary for specific products according to key demographic indicators?*

*How do ordering patterns change for specific products, and how frequently do these changes occur?*

*Which medical specialty groups are achieving the highest treatment efficacy for their member-populations?*

The Panoratio .pdi solution delivers:

- ▶ Patient tracking data for marketing, sales, research, and strategic development
- ▶ Insight into the positioning of new products
- ▶ Insight into the treatment efficacy of different products within a group or groups
- ▶ The ability to perform unbiased ad-hoc analysis on multiple large data sets



*“The analyses requested by our customers can be made available very rapidly. In addition, the software helps us discover previously unknown interconnections, develop scenarios, and initiate subsequent research.”*

Michael Hensoldt,  
Product Manager at  
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