

Prognos Health Enhances HCP Precision Marketing Suite with Planning Engine to Accelerate RWD Insights and Improve Health Outcomes

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Pharma marketers now have easy access to identify patient populations with precision and plan before they acquire the right RWD to integrate into their HCP omnichannel disease awareness campaigns.

NEW YORK--(BUSINESS WIRE)-- [Real world data marketplace](#) and analytics platform leader, Prognos Health, today announced the launch of their real world data planning engine to help pharmaceutical commercial teams and their partners to quickly design sophisticated HCP segmentation aligned to key patient health events to drive better outcomes.

Prognos currently serves more than 50 pharmaceutical brands with their HCP precision marketing suite to effectively plan, activate and optimize promotional strategies across all digital and offline channels. The new planning tool will give pharma brands all the insights they require before acquiring and activating real world data into their omnichannel stacks.

“Life science commercial teams are challenged with quickly harnessing data to enrich their segmentation strategies,” says Matt Apprendi, VP Marketing & Media Solutions at Prognos Health. “The planning engine enables commercial teams to glean insights derived from RWD faster to power sophisticated HCP segmentation strategies aligned to key patient events.”

The new planning tool is fully integrated within Prognos Marketplace and is available for any pharmaceutical company ready to find insights quicker to activate branded and nonbranded disease awareness tactics.

About Prognos Health

Prognos® Health is accelerating real world data access and insights to improve health outcomes through the Prognos Marketplace — the largest collection of integrated medical records on 325 million de-identified U.S. patients. The Marketplace is built on Prognos Factor®, a specialized healthcare analytics platform that leverages a patent-pending database management system enabling no-code exploration of hundreds of billions of medical records at interactive speeds. The Marketplace allows healthcare clients to assess the value of data before purchase and license only the data needed. Embedded standardization and linkability makes the data analytics-ready, accelerating speed to value. Use cases include targeting specific patient/provider populations, commercial and HEOR process optimization, clinical research studies, and medical underwriting risk assessment. For more information visit [prognoshealth.com](https://www.prognoshealth.com)

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