



De-identified patient-level clinical EHR data representing standard of care in oncology treatment

Longitudinal:

- Patient Identification Period¹: 1 year
- Historical Lookback: Full (provides information from the day of diagnosis)
- Prospective: 1 year

¹Inclusion criteria = evidence of any cancer diagnosis within the identification period, at least one in-person patient visit at the practice, and who has been treated with the drug identified as the focus of the Clinical Data View

Training/Education Support

- 5 hours allowance per month

Standard Data Refresh Frequency²

- Monthly

²Data Refresh will retain baseline data from the initial time period and then add new data as well as newly diagnosed patients during the license period

License Rights to Publish

- Not Available

Clinical Data Views™ – Drug Utilization

Providing commercial teams with clinical oncology data to help answer market-related questions and assist in developing territory specific sales strategies

Clinical Data Views – Drug Utilization is a de-identified, longitudinal, patient-level oncology data product built to reflect standard of care based on NCCN guidelines in the community oncology setting. It is powered by structured clinical data in iKnowMed (single source EHR), which captures information on more than **2.4 million** patients and spans more than **85** cancer types. With near real-time NCCN updates that reflect treatment changes as standard of care evolves, relevant patient cohorts can be constructed and examined swiftly in the evolving treatment landscape. This data can be integrated with other data sources, such as in-office dispensing and claims.

Optimized to support primarily commercial RWD analyses and decisions across the product life cycle, this standardized data product is clinician-designed to the standard of care for the tumor type. This product is designed to inform time sensitive market-related questions. Variables of interest include diagnosis, treatment information, actionable biomarkers, and physician location information to support these use cases. Ideal for new launches, a competitive threat, determine market sizing, market share tracking, sales territory strategies, and more.

Designed to power:

- Competitive landscape characterization
- Drug Class Competitive Analysis
- Drug Utilization Patterns
- Forecasting
- Market Share Analysis
- Market Sizing
- Physician/Health Care Provider Level Details + Prescriber Segmentation

*Data dictionary available upon request

Ontada by the Numbers

2.4M+

Patient records available for research

110+

Oncology Practices spanning 40 states

275+

RWE Publications



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