

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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