![Chilmark Research logo]

INTRODUCING THE RWD/RWE BUYERS' GUIDE

HOW TO ENGAGE DURING THE RESEARCH PROCESS

About Chilmark Research

Helping healthcare leaders make the best decisions for the populations they serve.

Founded in 2007, **Chilmark Research** is a preeminent global research and advisory firm focused exclusively on tracking the market evolution of healthcare information technologies (health IT) and use cases.

Our team is united by the belief that new health IT tools are critical for improving the quality and efficiency of care in a modern world. It is therefore our mission to foster the effective adoption, deployment, and use of these new solutions (and enabled services) through objective, high-quality research into those technologies with the greatest potential to impact care delivery.

This laser-sharp focus allows us to provide our community with the most in-depth, future-forward research on the critical technology and adoption trends occurring throughout the healthcare sector.
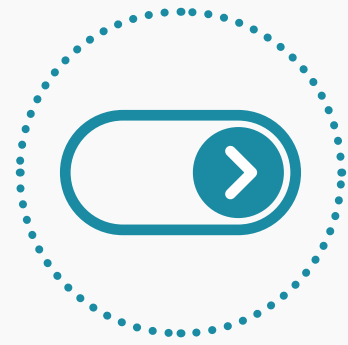
Role of the Buyers' Guide

We are pleased to introduce to you the new Chilmark Research Buyers' Guide report format. Paired with a corresponding Market Trends Report (MTR), *Getting Real with Healthcare Data*, this report format provides valuable guidance to decision-makers actively evaluating their options as well as seeking a deeper understanding of the market landscape and how various vendors are differentiating their solutions in the space.

The Buyers' Guide is the result of extensive conversations with vendors, program directors, and other leaders in the hospital at home space, supplemented with a deep review of previously published research into emerging best practices and pitfalls to avoid. As with all Chilmark reports, the purpose of these reports is to provide effective, insightful educational material for current buyers to make the best implementation decisions for the specific needs of their organization.

Investments in hospital-at-home technology are growing rapidly, due to new reimbursement opportunities and the need for innovative healthcare solutions to extend care services beyond the traditional four walls of a clinic. The market overview provided by this MTR highlights the increasing demand for hospital at home programs and the potential benefits they offer. This guide complements that research with key considerations, common pitfalls, and insights around how to facilitate successful implementation and utilization of these technologies.

Key Contents of the Guide

The Role of Real World Data and Evidence in Today's Health Continuum

The guide explores how and why RWD / RWE solutions are essential in enabling new insights and capabilities in research and care delivery. The research will cover how these data solution(s) can be leveraged to effectively support new clinical research, evidence-based care pathways, clinical decision support, performance benchmarking, and public health programs effectively.

Implementation Considerations

The guide provides a comprehensive overview of critical considerations for adopting a real-world data / real world evidence solution (or multiple) for decision makers. Given the many use cases for RWD / RWE, the stakeholders this report will most directly speak to are executives at health systems, life science / pharma companies, and researchers. The guide offers insights into potential problems to avoid, best practices for determining if a solution will meet organization demands, and how to define key performance indicators (KPIs) that allow buyers to track implementation success relative to stated goals.

Profiles of Key Organizations

Given the variety of use cases covered by the RWD/RWE umbrella, for the purposes of this report the solutions will be divided into 3 [non-mutually exclusive] categories: Clinical Use, Clinical Research, and Data Purveyor. In-depth profiles will be developed that evaluate solutions on a number of different capabilities outlined in slide 6. Lite profiles of "Vendors to Watch" are included to highlight some of the innovative, newer offerings coming to the market.

Case Studies

The guide also incorporates three (3) compelling, unique case studies that tangibly demonstrate the impact of an effective implementation and the different ways users are leveraging these tools. These case studies highlight the benefits, challenges, and outcomes achieved by organizations that have utilized RWD / RWE solutions, creating a more tangible value proposition for current buyers and executives considering these deployments.

How to Participate

Schedule a Free Briefing

Companies in this segment are invited to schedule a briefing with lead analysts John Moore and Joshua McHale to showcase their solutions and services. The briefing will include a demo of your offering, helping us create a precise profile for your organization. We will also gather insights from the leadership teams of participating companies regarding successful strategies and market trends. Additionally, companies that participate will receive a limited time 20% discount on the purchase of an enterprise license of the Guide after its publication.

Client Referrals and Introductions

We invite vendors to refer their clients, whether hospital systems, physician offices, or other current adopters, who are interested in sharing their insights to inform the guide. If clients opt to join the Chilmark Research Lighthouse Program, they can receive a copy of the reports for free as part of the program benefits. As an additional token of appreciation, every company that refers two clients that join the Lighthouse will receive a coupon code to purchase the report at a 50% discount (this offer is only valid until Columbus Day 2023).

Contact John to coordinate a briefing, refer a client, or sponsor a case study–>
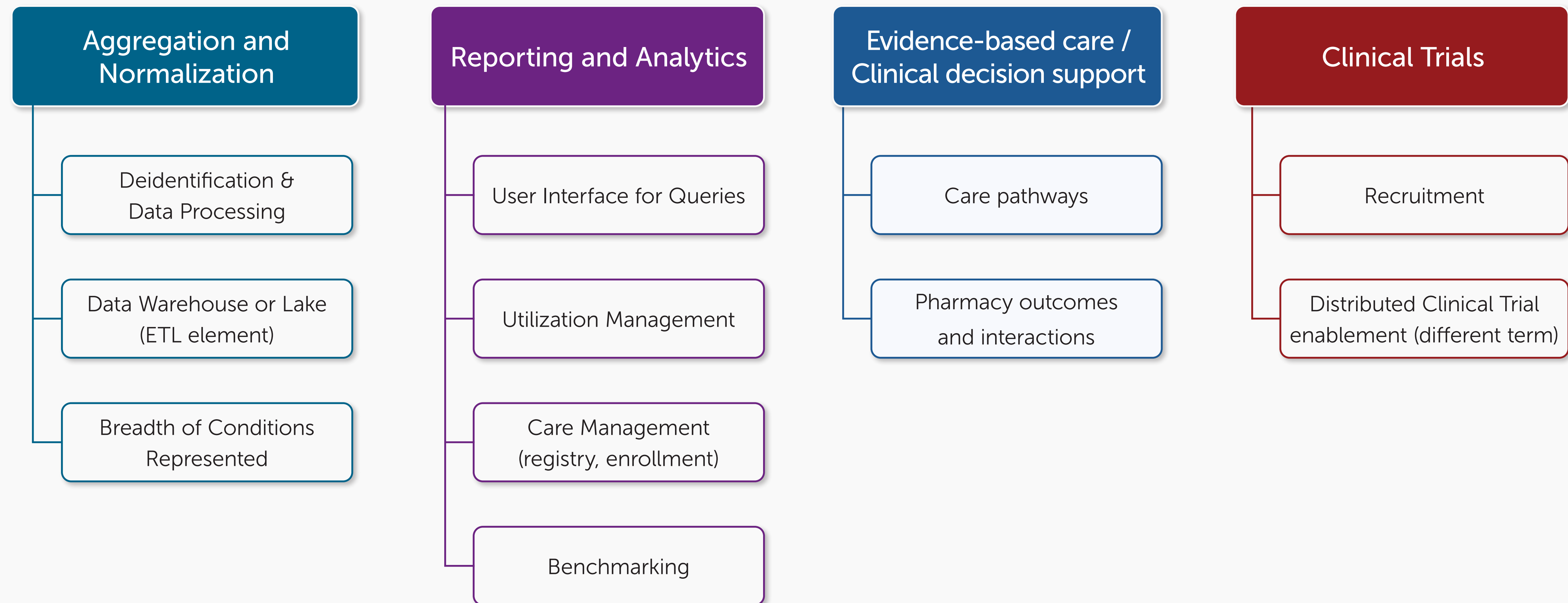
Sponsor a Case Study

Organizations can sponsor one of three (3) curated case studies that will be included in the Buyers' Guide to showcase the impact of their solution. These case studies provide valuable context in understanding the market's evolution and the variety of applications for these solutions. We ensure there is no direct competitive overlap between sponsoring organizations, emphasizing the difference in vendor offerings and core value propositions. Please inquire for more details on how your organization can add to the conversation with tangible, relatable .

Real World Data / Evidence Solutions Capabilities and Functionality*

Below are listed the various capabilities and functionalities that will be evaluated in the Buyers' Guide.
Not all capabilities are expected to be offered by every vendor.

Aggregation and Normalization

- Deidentification & Data Processing
- Data Warehouse or Lake (ETL element)
- Breadth of Conditions Represented

Reporting and Analytics

- User Interface for Queries
- Utilization Management
- Care Management (registry, enrollment)
- Benchmarking

Evidence-based care / Clinical decision support

- Care pathways
- Pharmacy outcomes and interactions

Clinical Trials

- Recruitment
- Distributed Clinical Trial enablement (different term)

* Tentative list. Chilmark Research reserves the right to change the final set of paramaters used to evaluate solutions.

2023 RWD / RWE Buyers' Guide Solution Vendors[†]

Notable Offerings (full profiles)

Clinical Use (Analytics, Operations, Care Pathways)

Arcadia	Clarify Health	Epic (Cosmos)	Optum	Syapse	Tempus

Clinical Research

Cerner Enviza	Evidation	Flatiron Health (Roche)	IQVIA	TrinetX	Verana Health	PointClickCare

Stakeholder-agnostic Data Purveyor

Aetion	Inovalon	Komodo Health	Truveta	Veradigm

Vendors to watch (lite profiles)

Blue Health Intelligence	Carevive	Cegedim Health Data	Invitae (Ciitizen)
Clarivate	Eversana	OM1	Particle Health
Picnic Health	Pluto Health	Quantiphi	Verantos
	ThermoFisher		

[†] Tentative list. Chilmark Research reserves the right to change the final cohort of solutions evaluated at any time.

About the Analyst Team

John Moore III

Managing Partner

After 12 years with the company in just about every role, John Moore III now leads Chilmark Research. His interests lie in the many ways that health data is collected, packaged, used, and repurposed – and the social implications of these practices. This RWD/RWE research project brings together both his early career experience in life sciences and his more recent work in the health IT sector.

Joshua McHale

Consulting Analyst

Joshua joins Chilmark Research as a consulting analyst for this research effort. Previously leading the Analytics team at Southcoast Health in Massachusetts, and then working at Evolent Health helping ACOs understand how to best manage patient populations, he brings over 15 years of hands-on real world healthcare data analytics experience at both provider and payer organizations to bear.

Fatma Niang

Associate Analyst

Fatma Niang is Purdue University graduate with a degree in Public Health. As Chilmark Research's analyst covering interoperability, the RWD/RWE project was naturally aligned with her ongoing research around data liquidity. With a genuine passion for healthcare improvement, Fatma remains dedicated to making a meaningful difference in the field.