159 SOLUTIONS
Data to decisions

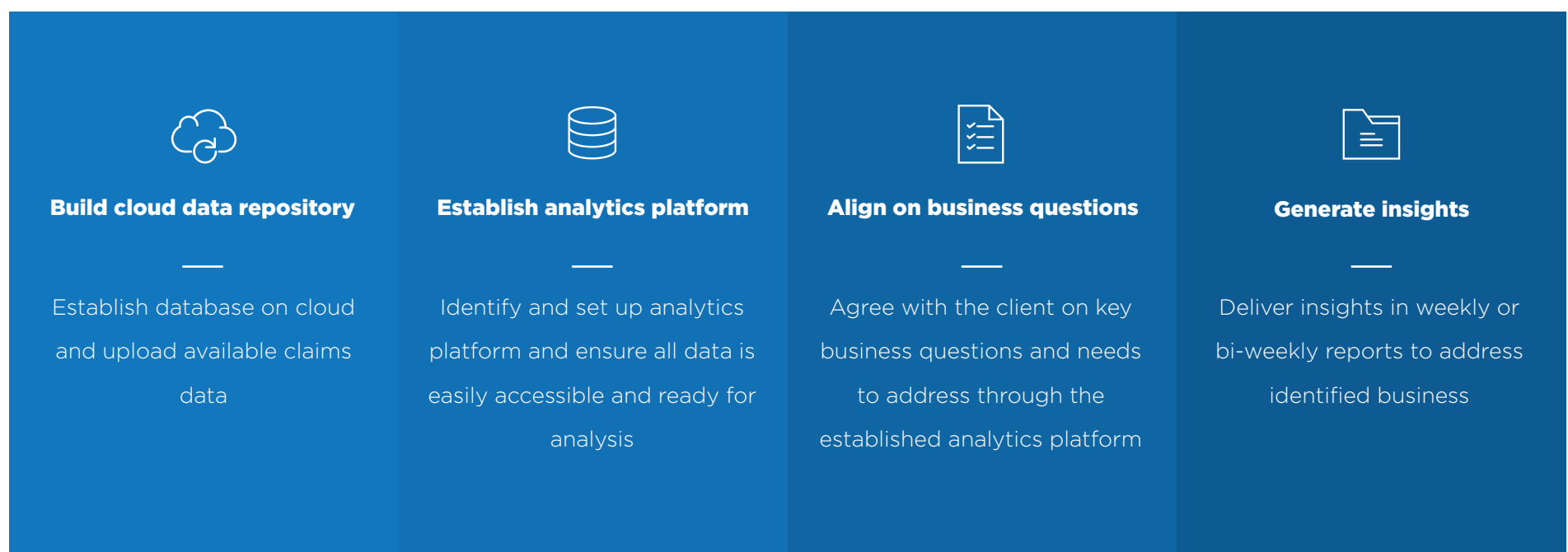# CLOUD BASED SOLUTION TO HOUSE AND PROCESS CLAIMS DATA

CLIENT NEED

An Oncology client needed support with establishing an analytics platform for generating timely insights into key business questions from purchased patient claims data.

OUR SOLUTION

159 eliminated all client concerns about data set up and processing and offered a holistic solution in the form of a cloud based data infrastructure supported by an analytics platform to accelerate insight generation from claims data for key business questions around market dynamics, treatment patterns, customer targets, etc.

OUR APPROACH

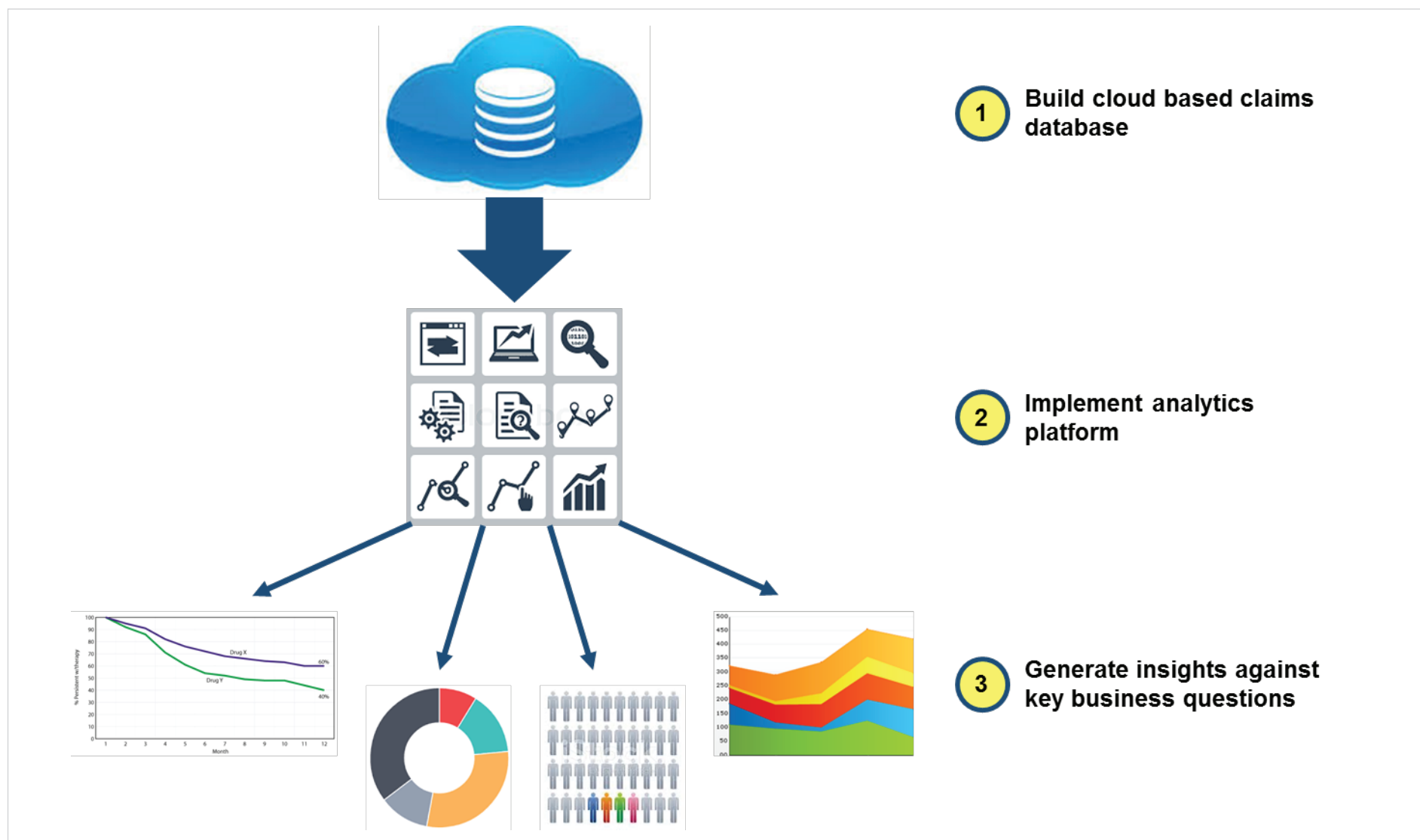| **Build cloud data repository**	**Establish analytics platform**	**Align on business questions**	**Generate insights**
Establish database on cloud and upload available claims data	Identify and set up analytics platform and ensure all data is easily accessible and ready for analysis	Agree with the client on key business questions and needs to address through the established analytics platform	Deliver insights in weekly or bi-weekly reports to address identified business

PROJECT OUTCOME

Cloud based claims data analytics platform for timely and impactful insights with 159 owning all steps in the process from data management and processing to insight generation and delivery

ILLUSTRATION OF CLAIMSVANTAGE SET-UP

1. Build cloud based claims database

2. Implement analytics platform

3. Generate insights against key business questions

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Deepak Gopinath is a Principal at 159 Solutions, an analytically driven company focused on providing solutions to life sciences companies. He has 11+ years experience in Life sciences (Pharma, Biotech, and Medical Devices) advising senior leaders on sales strategy, go to market strategy, marketing analytics and sales operations. Prior to joining 159, he worked at ZS Associates where he led a broad range of sales and marketing engagements and setup the offshore B2B team. Deepak has an MBA from the Ross School of Business, University of Michigan and an undergraduate degree from the Indian Institute of Technology, Madras.

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