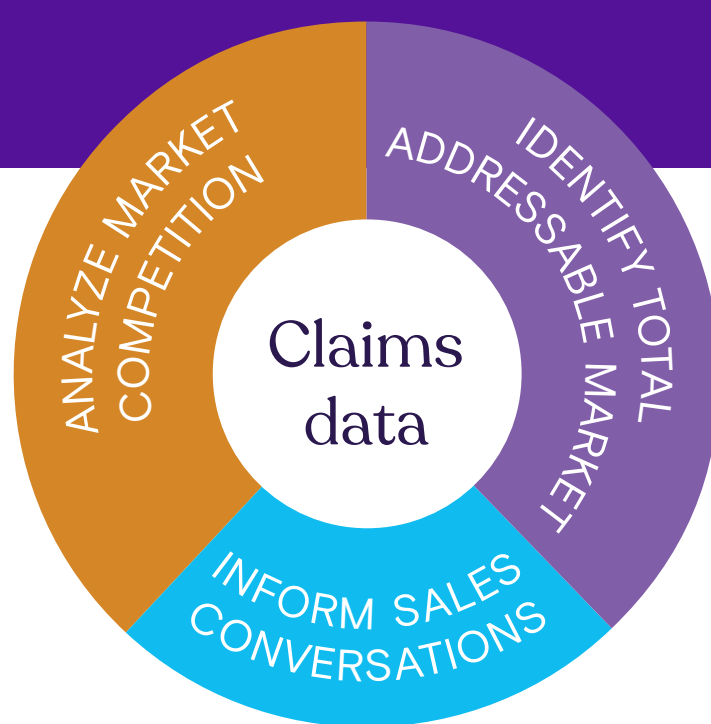


# Claims data can help you make smarter, faster commercialization decisions

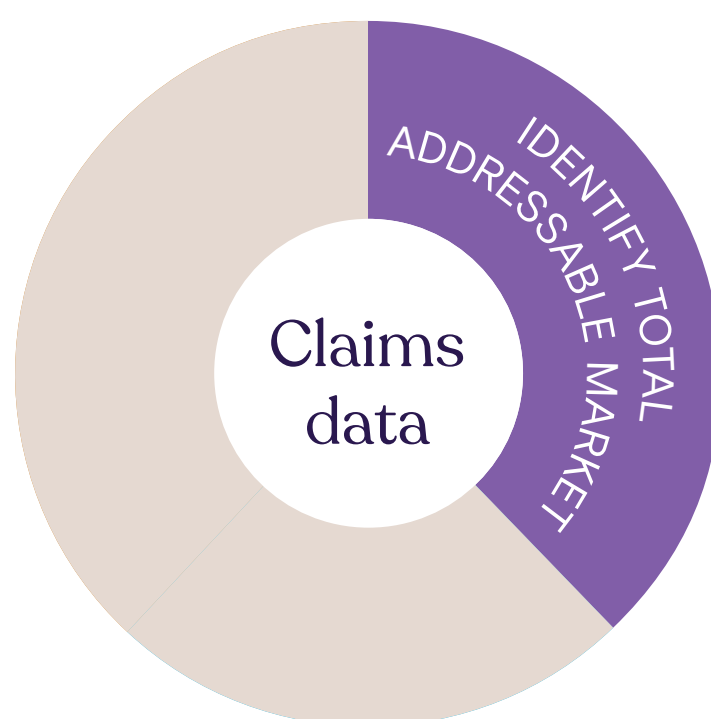
Medical claims are loaded with valuable healthcare commercial intelligence that can guide your commercialization strategies—you just need to know how to use it.

Check out these three use cases for sales and marketing professionals:



## 1 Identify total addressable market

Track diagnosis and procedure codes tied to your product or service to size your market and prioritize high-value prospects.



Size potential patient populations with CPT and ICD-10 codes



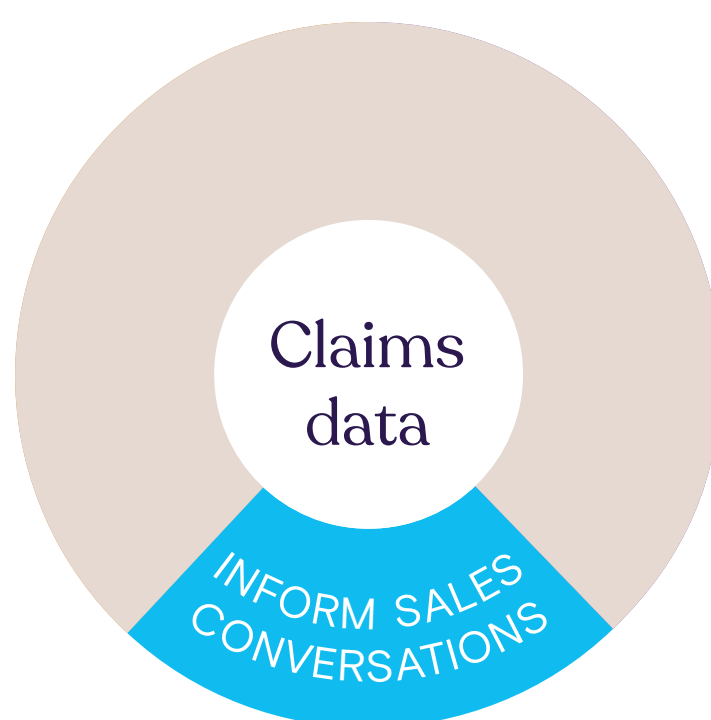
Find providers/regions with most target procedures via claims data



Map patients, diagnoses, providers and locations to understand TAM

## 2 Inform sales conversations

Leverage medical claims to personalize conversations with prospects and identify key decision-makers.



Gain market context on prospects with claims data



Conduct population risk analysis using medical claims



Use the resulting real-world data to make the case for your treatment

## 3 Conduct competitive market analysis

Examine claims data to understand where competitors' treatments are used along with—or instead of—your own.



Couple CPT codes with CRM data to map the competitive landscape



Use claims data to identify target accounts worth pursuing



Strengthen customer relations and gain market share with better competitive context

## Learn more

[Read the blog](#) for more information on how claims data can inform your commercialization strategy.