Nielsen And Wolters Kluwer Health Form Alliance To Measure Healthcare Landscape

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New HealthScapeTM Solution Provides Metrics Covering Healthcare Purchases, Attitudes and Behaviors

Wolters Kluwer Health and The Nielsen Company today announced the Healthcare Consumer Informatics Alliance, providing healthcare-related manufacturers and media companies with a comprehensive understanding of consumer behaviors and attitudes to enable more effective and efficient product messages, sales and media planning.Â

The Healthcare Consumer Informatics Alliance has developed data solutions that help marketers and media agencies understand why consumers purchase prescription, over-the-counter and other health-related products that they do.

As consumers are faced with increased responsibility for making their own healthcare decisions as well as a wider array of choices and influencers, this alliance provides marketers and their agencies with valuable consumer-centric information.

The first platform, HealthScapeâ„¢, combines de-identified patient prescription-related transaction data with consumer purchasing, attitudinal and behavior information to provide deep insights into therapeutic market activity, patient trends, consumer segmentation and targeting opportunities.
The two companies created the HealthScapeâ„¢ platform to evaluate and measure the patient as a consumer of health-related products and services. The result bears an entirely new class of healthcare informatics â€“ combining Nielsenâ€™s knowledge of the consumer health and media space with Wolters Kluwer Healthâ€™s expertise in prescribed pharmaceuticals â€“ providing new insight and metrics for healthcare marketers.Â As todayâ€™s healthcare consumers are fac with an increased level of choices and influencers in making those choices, the two organizations reveal a more comprehensive view of what drives healthcare related purchases through the alliance and pooled data resources.Â

The initial product offerings developed by the alliance directly link health related purchases to important influencers such as managed care, TV and Internet advertising, in-store merchandizing and physician recommendations.Â These new consumer informatics help explain why patients purchase specific prescriptions and consumer health-related products, plus provide marketers and media agencies with key metrics to inform and optimize their strategies.

"The healthcare industry including manufacturers and media companies are confronted with tough questions on how to efficiently target and influence patients and shoppers with limited marketing dollars," said Matt Dumas, Managing Director for NielsenHealth.Â â€œThis alliance provides a consumer-centric view of the patient and the marketplace with metrics that bring a new kind of accountability to healthcare marketing.â€•

â€œThe sphere of influence in healthcare has been steadily expanding from a purely prescriber-centric model to a more patient-centric one as consumers become increasingly responsible for their own care,â€• said David Martin, Vice President of Sales and Marketing for Wolters Kluwer Health.Â â€œInformatics created by our alliance provide an understanding of not only what patient purchasing patterns are, but what is driving those patterns.Â This information is critical for the industry to better develop and deliver appropriate product messages.â€•

The Healthcare Consumer Informatics Alliance brings together some of the most well-known data sources in the industry utilizing advanced privacy and technology capabilities to facilitate the integration.Â Nielsen data assets include television and online ratings, consumer packaged goods marketing information and others.Â Wolters Kluwer Health brings de-identified longitudinal patient and dispensed pharmacy data.Â A joint consulting team, with members from both companies, is currently in place and available to service clients.

First Solution â€“ HealthScapeâ„¢
The two organizations today also announced the launch of HealthScapeTM, the first offering in the Allianceâ€™s co-developed set of solutions.Â The HealthScapeâ„¢ platform reveals the total landscape of influencers impacting healthcare related behavior through the integration of patient prescription related transactions with consumer purchasing, attitudinal and behavioral information.Â HealthScapeâ„¢ integrates Nielsenâ€™s consumer OTC and CPG purchasing and behavioral data from HomescanÂ® and ScantrackÂ® with Wolters Kluwer Healthâ€™s anonymous patient longitudinal and transactional data from SourceÂ®Lx and Pharmaceutical Audit Suite (PHAST).Â The resulting datasets provide deep insight into therapeutic market activity, patient trends, consumer segmentation and targeting opportunities.Â

HealthScapeâ„¢ addresses business challenges surrounding the following issues:

Rx to OTC Switching Patient/Consumer Compliance & Persistency
Patient/Consumer Segmentation & Targeting of specific sufferer groups
Concomitant usage of Rx and OTC products Rx/OTC/CPG
Market Basket Analysis Source of Volume Analysis
Rx/OTC Market Measurement
Managed care impact on OTC/Rx pricing and volume
Health & Wellness targeting
Shopper targeting