

# Custom analytics projects built for your brand






## Partner with our experts to go further with your analysis

Real-World Data Analytics (RWDA) from McKesson Compile™ combines deep industry and data science expertise with our proprietary data assets to deliver high-quality, custom analytics projects that help brand teams quickly and efficiently answer some of their most complex questions. Our team of analysts and data scientists possess a deep understanding of the life science industry. They use this understanding to create analytics designed to steer business decisions via actionable dashboards, presentations, and customizable structured reports.

## Inform key business questions with high-quality insights

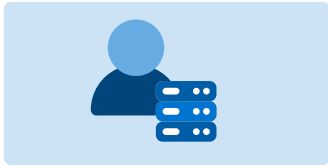
Our team seeks to be an extension of your team. We'll steward your analytics project from end to end – helping to select the right McKesson Compile data, identify the correct methodology, troubleshoot technical problems, and deliver the results in the format you want. We've worked with organizations like yours to create analytics for:

 <p><b>Advanced Targeting</b></p> <p>Create high-quality market segments</p> <ul style="list-style-type: none"> <li>• Prioritize high-value providers</li> <li>• Identify centers of excellence</li> <li>• Find highly influential HCPs</li> </ul>	 <p><b>KOL Identification</b></p> <p>Identify and rank key experts to engage with</p> <ul style="list-style-type: none"> <li>• Generate up-to-date lists of KOLs</li> <li>• Identify 1st, 2nd, and 3rd tier influencers</li> <li>• Prioritize outreach by KOL type</li> </ul>	 <p><b>Patient Journey Analysis</b></p> <p>Drive penetration in your patient population</p> <ul style="list-style-type: none"> <li>• Understand the standard of care</li> <li>• Identify common misdiagnoses</li> <li>• Identify referring specialties</li> </ul>
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In addition to the above, the Real-World Data Analytics team can assist you with any number of additional custom projects like:

- Assessing potential new markets
- Understanding payer coverages
- Developing segments based on predicted behaviors
- And more

## Our Real-World Data Analytics team can help you:



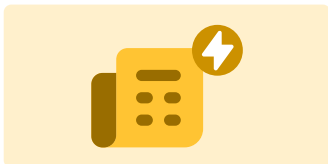
### Get high-quality insights by leveraging our data expertise

Our team consists of life science data experts and users of McKesson Compile data. Their familiarity with the types of questions life science organizations have and the granular details of our datasets enables them to produce high-quality analytics that inform some of your most important commercial decisions.



### Answer the right questions with flexible engagements

Oftentimes the answer to the question you originally asked doesn't provide you with the data needed to inform your strategy. We've created an engagement model that accounts for this and allows for changes in approach mid-project, so that you get the insights that matter most without having to pay for an additional engagement.

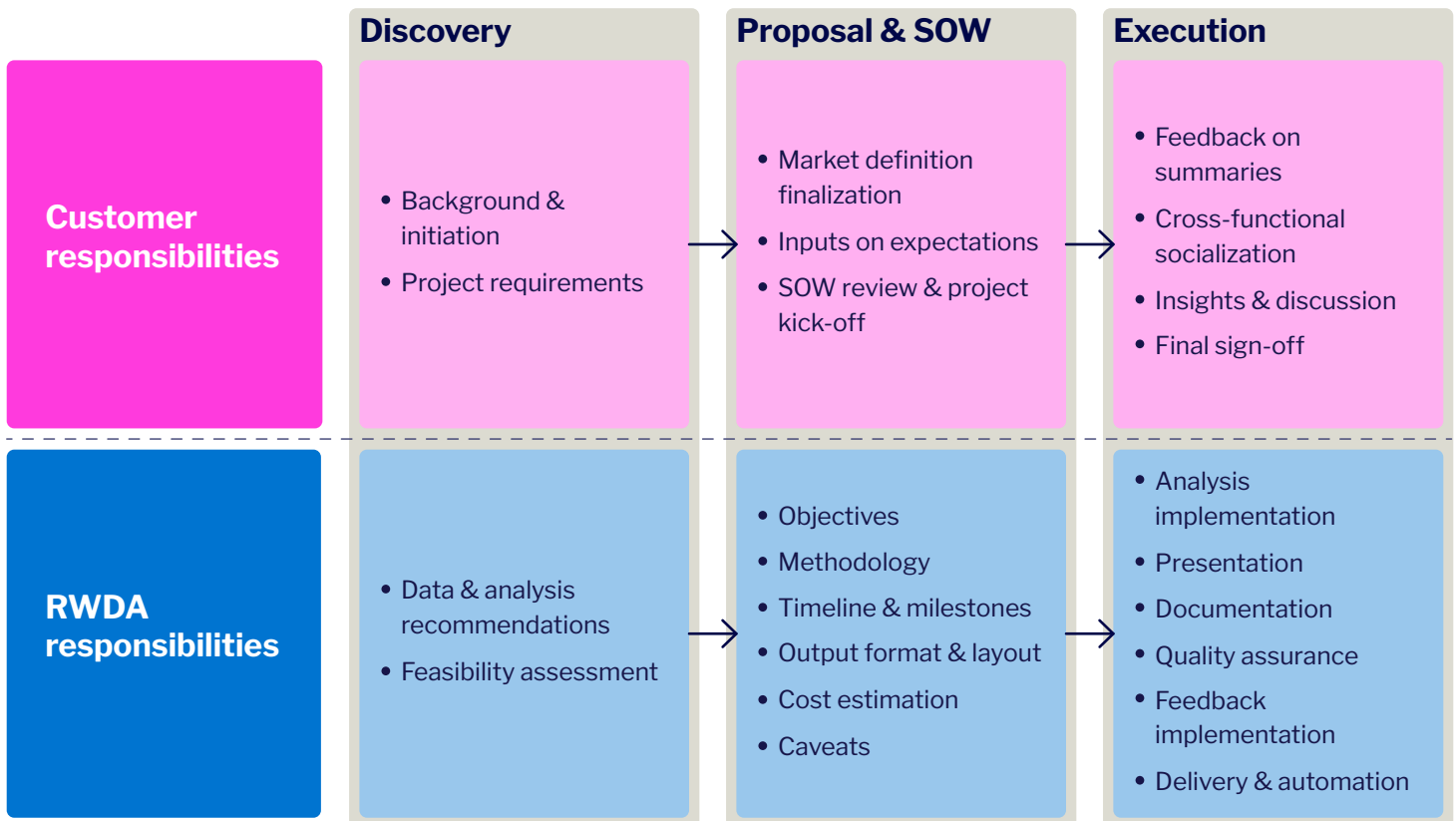


### Build strategy in near real-time with quick turnarounds

Providing an outstanding customer experience is at the core of what we do at McKesson Compile. We deliver projects in weeks, not months.

## Defined but flexible engagements help ensure projects deliver high-value answers

While every Real-World Data Analytics engagement is unique, at a high-level the projects follow the below structure:



To talk to our RWDA experts, contact us at [hello@mckessoncompile.com](mailto:hello@mckessoncompile.com).