Comparative effectiveness research has great potential for improving healthcare quality and patient outcomes. Determining which treatments work best in real-world settings requires hard evidence to inform choices. The Truven Health AnalyticsSM MarketScan® Research Databases can support the rigorous evaluations necessary for comparative effectiveness research.

Comprehensive Data to Support Comparative Effectiveness Studies

Comparative effectiveness research is a thorough assessment of the impact of different options that are available for treating a particular medical condition, given the unique characteristics of a specific patient population. With meaningful measures of the costs of care and treatment outcomes, MarketScan Research Databases provide actionable information for important formative decisions. The family of databases contains individual-level healthcare and dental claims, lab test results, health risk assessments, absence, short-term disability, workers’ compensation, and hospital discharge information from large employers, managed care organizations, hospitals, and Medicare and Medicaid programs.

Retrospective Analyses of Outcomes

MarketScan databases allow longitudinal, patient-level analyses of health and economic outcomes. Using the data, researchers can evaluate particular procedures, courses of therapy, disease states, patient populations, and settings of care, including:

- Effectiveness of various procedures
- Treatment responses in specific patient populations
- Cost effectiveness of drugs and other treatment regimens
- Effectiveness of brand versus generic drugs
- Impact of disease management programs
- Treatment effectiveness by provider type

Improving quality and outcomes with comparative effectiveness research

The MarketScan Claims databases offer the largest convenience sample available in proprietary databases with over 170 million unique patients since 1995.
Specific Patient Population Studies
The most recent MarketScan data year features information on more than 43 million covered lives. As the largest convenience sample available in proprietary U.S. claims databases, MarketScan data can support studies of treatment effectiveness within specific age groups, particularly children and those under age 65 (Figure 1).

Figure 1: Age Comparison

![Age Comparison Chart]

Evaluation of Treatment Effectiveness Over Time
MarketScan databases feature exceptional longitudinal integrity over multiple years. Data provide detailed patient-level information across the continuum of care including physician office visits, hospitalizations, prescriptions, and carve-out care. Claims databases can be linked to health and productivity, health risk assessment, lab results, dental, and hospital drug information. Integration of these data sources allows researchers to study the impact of various factors on treatment effectiveness over time. On behalf of the Assistant Secretary for Planning and Evaluation (ASPE), Truven Health is creating Web-based tools to facilitate comparative effectiveness research using multiple databases, including MarketScan data.

Featured Peer-Reviewed Publications
For over 20 years, health researchers have relied on MarketScan data to support rigorous academic studies. More than 275 articles featuring MarketScan data have been published since 2000. Our researchers have a reputation for analytical work that meets the highest academic and professional standards. The selected publications below highlight recently published comparative effectiveness studies. Truven Health authors are in bold.
Amin AN, Lin J, Johnson BH, Schulman KL. Clinical and economic outcomes with appropriate or partial prophylaxis. Thrombosis Research 2009; Nov 18; [Epub ahead of print].


FOR MORE INFORMATION

To learn how our research and information solutions can support your comparative effectiveness analyses, please contact us at +1 866 301 5419 or research@truvenhealth.com.