



# Improved Healthcare *Through Better Data*

## About Explorys

Formed in partnership with the Cleveland Clinic, Explorys provides a secure cloud-computing platform specialized for the healthcare industry. We empower our customers to accelerate research and product development, while enabling critical measurement for healthcare reform, performance management and protocol safety.

Our network enables the discovery of critical correlations, trends, and outcomes across millions of patients, clinical records, and diverse environments – providing unique insight to enable providers and life sciences organizations to deliver safer, more efficient, and more effective healthcare.



### Big Picture Analytics & Comparison

By providing privacy managed, yet comprehensive, data across our network of healthcare providers and trusted peers, Explorys provides scale and insight into treatments, costs, and outcomes that organizations cannot gain on their own.



### Curated Data is Better Data

While bigger is statistically better when it comes to data analytics, quality often matters even more. Explorys curates disparate clinical and operational data from native sources by cleansing, normalizing, and standardizing diagnoses, treatments, and outcomes into commonly accepted standards and ontology.



### Leverage The Cloud

Explorys' cloud-computing model provides both Software-as-a-Service (SaaS) and Platform-as-a-Service (PaaS) advantages for organizations that need to balance their data analytic needs with their resource and capital objectives. We enable our partners and customers to rapidly and safely leverage data, as well as participate within a network of peers; without the costs of "going it alone".



### Empowering a Broad Community

Our open interfaces empower third party developers to leverage the Explorys Cloud service platform and application stack to build best-of-breed solutions supporting business intelligence, comparative effectiveness, and pharmacovigilance.



# Aggregated Insight to Power the Healthcare Ecosystem

## Who We Serve

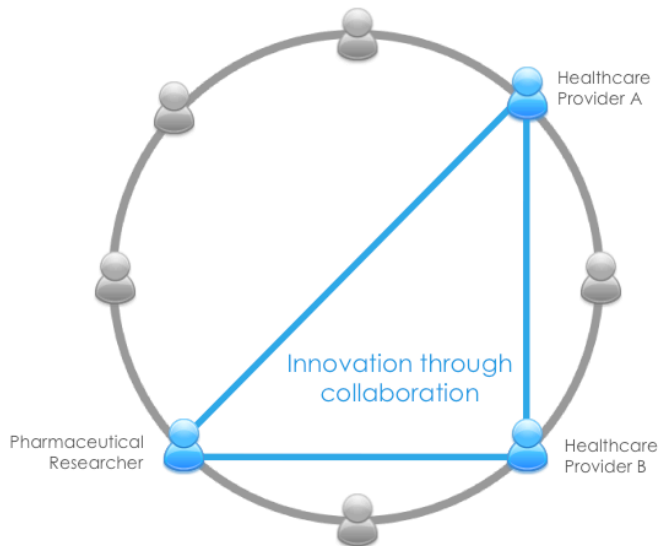
As healthcare providers implement IT at an ever increasing pace, the ability to leverage data to measure, track, and understand treatments, outcomes, and overall performance will drive innovation, revenue, cost savings, and ultimately, better medicine. Explorys serves the healthcare industry to include providers, pharmaceutical companies, and contract research organizations.

## Healthcare Providers - Researchers

Measurement is key to effective leadership and management within an industry where expectations to deliver quality and efficient healthcare has never been so critical. Explorys enables providers to analyze key performance objectives and mandates related to "Comparative Effectiveness", "Medical Home" and "Meaningful Use".

Within research, as demand drives billions of dollars in competitive grants, the need to quickly respond to opportunities, when population matches exist, is increasingly important. The difference in response time to a trial opportunity can be worth millions of dollars.

Explorys helps healthcare providers leverage clinical and transactional data within a secure, trusted, and medically specialized cloud to extend their brand, collaborate with peers within other systems, benchmark performance, identify risk mitigation opportunities, and optimize reimbursement,



## Pharmaceutical / Life Sciences

Pharmaceutical, biotechnology, and medical device companies are faced with growing challenges to optimize their R&D and market models. This is combined with increasing pressure to implement more effective pharmacovigilance relating to the detection, assessment, and prevention of adverse drug effects.

Explorys represents a leap forward for life science by providing both longitudinal and clinically rich insight into populations. By leveraging this knowledge, life science leaders can make more informed investments in both wide-scale and niche solutions, saving hundreds of millions of dollars while delivering improved products to a greater range of patients.

