Understand the Patient Journey

Learn the WHY behind treatment decisions while remaining HIPAA compliant

Identify and prioritize providers based on patient population and treatment patterns

Monitor patient and provider activity over time

Design personalized educational interventions

Amplity Insights

Amplity's one-of-a-kind Insights database contains full text transcripts of dictated physician notes for physician-patient encounters, offering a detailed view into patient–provider interactions and provider treatment rationale not found through any other provider.

Historically, many Life Science companies have used large repositories of claims data to identify patients and the providers who treat them. Amplity's Insights data brings a new perspective and a much broader understanding of how patients are diagnosed and treated.

Leverage our data to answer exploratory, descriptive, and qualitative research questions
We network with various real-world evidence data sources to compile an unparalleled database of information, providing a supplemental source of powerful qualitative data not found elsewhere. The records offer an intimate view of the patient-provider interaction and provide valuable insights including:

| Factors influencing a provider's treatment rationale | The efficacy and outcome of treatment interventions | Treatment pathways and trends | Patient-reported outcomes and voice-of-patient | Disease progression |

The 'hard to find' in a single source

Patient Demographics

- Ethnicity
- Age
- Gender

Patient Environment

- Level of Education
- Marital Status
- Occupation
- School
- Disability Status
- Activities of Daily Living
- Self-Care Ability
- Caregiver
- Financial Considerations
- Wellness Coach

Patient Lifestyle

- Diet
- Substance Abuse
- Smoking, Alcohol, Recreational Drugs
- Vitamins
- Natural Remedies
- OTC Medications
- Interest in Rx Medications

Pharmacological Treatment

- Drug Name
- Treatment Pattern (start, continue, discontinue, switch)
- Reason for Treatment Decision
- Concomitant Medications
- Mention of Cost

Patient Visit

- Date of Visit
- Reasons for Visit
- Family History
- Symptoms
- Vital Signs
- Lab/Test Results
- Diagnosis
- Disease Status
- Comorbidities
- Hospitalizations
- Surgeries/Other Procedures

Provider

- NPI Number
- Provider Specialty
- Multidisciplinary Team Members
- Location

Insights in action

We provide our clients with the data they need in the format they want: raw data, customized reports and/or tables, and health care provider target lists. Explore our latest articles and examples of how this data has helped further cutting-edge science.

How Amplity is Closing the Insight Gaps Left by Structured EMR Datasets

Insights Data Used to Support Scientific Poster Content Curation

Insights Data as Evidence for Scientific Research Paper