

Tap into the pulse of the long-term care market, with unrivaled commercial insights



Armed with our commercial product portfolio, our clients are equipped to reach patients in need of therapies, understand prescription patterns, and uncover insights as they happen - all within a week of data acquisition from a vast network of long-term care facilities located throughout the United States.

MARKET OVERVIEW

Answer questions such as:

Where are new residents who are eligible for my therapy?

In which sales territories are my competitors leading?

What are the current trends in diagnoses within the long-term care population?

Break down your market by Healthcare Provider (HCP), facility, and pharmacy; all broken down by your specific territories. Visualize and understand key insights across the long-term care market; such as diagnosis and therapy trends over time and region.

ORDERS OVERVIEW

Answer questions such as:

Has my outreach strategy resulted in product switches to my brand?

Who are my brand champions and where are they located?

How many orders for my therapy are being started and/or discontinued?

Understand brand awareness in real time and highlight all possible points of failure during the sales cycle. Monitor prescribing behaviour, and track trends over time to measure the effectiveness of your commercial strategy.

Discover more



PointClickCare Life Sciences is the market leader in long-term and post-acute care data. Our electronic health records capture on average 50+ points per patient day, on 15M+ patients aged 65+, spanning over 10 years, with an average length of long stay over 800 days.