

2024 Merative
MarketScan data
publication and
trademark guidelines

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Company name

- Merative™ is to always be used when referring to our company on first mention
- Correct wording referring to our researchers in publications
 - Correct: Merative researchers
 - Incorrect: Merative's researchers
- Merative should never be used as a possessive noun
 - Correct: Merative™ MarketScan® Research Databases
 - Incorrect: Merative's MarketScan® Research Databases

MarketScan documentation

This is the simplest wording for documentation for manuscripts and abstracts where word count is not critical.

- ...the Merative™ MarketScan® Research Databases

For abstracts where word count is critical, the following are appropriate.

Dependent on word count restrictions, the following bullets are listed in terms of preferred usage, with the first bullet being the most preferred and the last bullet being the least preferred.

- ...the Merative™ MarketScan® Research Databases
- ...the Merative™ MarketScan® Databases
- ...the MarketScan® Databases

MarketScan product names

Use the full product name on first use.

- The full product name has three parts:
 - Merative™ | MarketScan® | Database Name
 - Shortened names are used thereafter
 - Subsequent reference to databases in the text do not require Merative in the database name.
 - Adding the MarketScan family name, i.e. MarketScan Dental Database, is optional.

Use the registration mark (®) on first use of the word 'MarketScan' and follow appropriate use of trademarks on the next page.

When referring to multiple databases use: Merative™ MarketScan® Research Databases or the MarketScan® Databases.

- Names of claims databases
 - Merative™ MarketScan® Commercial Database
 - Merative™ MarketScan® Medicare Database
 - Merative™ MarketScan® Multi-State Medicaid Database
 - Merative™ MarketScan® Health and Productivity Management Database
 - Merative™ MarketScan® Lab Database
 - Merative™ MarketScan® Health Risk Assessment Database
 - Merative™ MarketScan® Dental Database
 - Merative™ MarketScan® Benefit Plan Design Database
 - Merative™ MarketScan® Claims-EMR Data Set
 - Merative™ MarketScan® Mortality Database
- Note the full name for Treatment Pathways: Merative™ MarketScan® Treatment Pathways

Other databases

Merative™ MarketScan® Therapeutic Datasets Delivered

Sample MarketScan descriptions

Note: Please modify these descriptions to suit your needs.

General Description

The Merative™ MarketScan® Research Databases contain individual-level, de-identified, healthcare claims information from employers, health plans, hospitals, and Medicare and Medicaid programs. Since their creation in the early 1990s, the MarketScan Databases have grown into one of the largest collections of de-identified patient-level data in the United States. These databases reflect real-world treatment patterns and costs by tracking millions of patients as they travel through the healthcare system, offering detailed information about all aspects of care. Data about individual patients are integrated from all providers of care, maintaining healthcare utilization and cost record connections at the patient level. Used primarily for research, these databases are fully compliant with U.S. privacy laws and regulations (i.e., HIPAA). Research using MarketScan data has been widely published in peer-reviewed medical and health services journals.

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The following are sample descriptions for publications when referencing specific databases.

– Commercial Database sample

These retrospective claims analysis utilized data from the Merative™ MarketScan® Commercial Database for the period [starting date] to [ending date]. These data include health insurance claims across the continuum of care (e.g. inpatient, outpatient, outpatient pharmacy, carve-out behavioral healthcare) as well as enrollment data from large employers and health plans across the United States who provide private healthcare coverage for more than xx million employees, their spouses, and dependents. These administrative claims database includes a variety of fee-for-service, preferred provider organizations, and capitated health plans.

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– Commercial and Medicare Databases sample

Data used for the analysis were derived from the Merative™ MarketScan® [starting year] to [ending year] Commercial and Medicare Databases. These databases represent the health services of approximately xx million employees, dependents, and retirees in the United States with primary or Medicare coverage through privately insured fee-for-service, point-of-service, or capitated health plans. The Commercial and Medicare Databases are generally representative of the population in the United States in terms of gender (xx% male). The mean ages of the Commercial and Medicare populations are xx and xx years respectively. All enrollment records and inpatient, outpatient, ancillary, and drug claims were collected. ancillary, and drug claims were collected.

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– Health and Productivity Management Database sample

Indirect costs (productivity losses) were based on data on absenteeism, disability, and workers' compensation associated with xxxxx that were obtained from the Merative™ MarketScan® Health and Productivity Management Database. This is a subset of the MarketScan Commercial Database, including employees for whom information on absences, short-term disability, and workers' compensation was consistently available. Research using these data in a variety of therapeutic areas has been published.

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– Treatment Pathways sample

This study utilized data from the Merative™ MarketScan® Commercial and Medicare Databases from [DATE OF STUDY]. These databases contain de-identified administrative claims data for inpatient, outpatient, and outpatient prescription drug utilization of employees and their dependents or individuals with Medical supplemental or Advantage insurance; both Medicare and supplemental insurance paid portions of claims are represented for individuals with Medicare supplemental insurance. Study data were obtained using International Classification of Diseases, 9th and 10th Revision, Clinical Modification (ICD-9-CM and ICD-10-CM) codes, Current Procedural Terminology (CPT) 4th edition codes, Healthcare Common Procedure Coding System codes (HCPCS), and National Drug Codes (NDC). Analyses were completed using the Merative™ MarketScan® Treatment Pathways 4.0 analysis tool.

Attribution

In any report or other publication containing analytic results based on use of a MarketScan database, the following attribution shall be included naming Merative as the source of the underlying data, unless otherwise agreed in writing by Merative:

"Certain data were supplied by Merative as part of one or more MarketScan Research Databases. Any analysis, interpretation, or conclusion based on these data is solely that of the authors and not Merative."

Contact

For more information, please reach out to your account representative by using the following format:

First name followed by a period followed by the last name at the Merative domain.

- For example, *Jane.Doe@Merative.com*

Proper use of the MarketScan registered trademark

The following four points outline proper use of the MarketScan registered trademark.

Use the registered trademark symbol® on first use of the word in text (but not in a title)

- First use: Merative™ MarketScan® Research Databases

ALWAYS use trademarks as an adjective. Trademarks ALWAYS require a noun such as data, databases, warehouse, portal, tool name or another noun.

- Registered trademarks are adjectives
- Correct: The MarketScan Databases were used....
- Correct: MarketScan data were used....
- Incorrect: MarketScan was used....

Trademarks should NOT be used as a possessive

- Correct: MarketScan data
- Incorrect: MarketScan's data

Footnote ownership of all trademarks at the end of the document

- Footnote documentation:
 - Merative and MarketScan are trademarks of Merative Corporation in the United States, other countries, or both.
- Note: The registration symbol (®) is not used in the footnote nor are italics

About MarketScan

MarketScan by Merative provides deidentified, longitudinal, patient-level closed claims and specialty data for 293M+ patients sourced directly from a diverse pool of payers. Industry-leading researchers rely on MarketScan to derive valuable insights pertaining to health economics and outcomes research, treatment patterns, and disease progression across the industry resulting in more than 3,500 peer-reviewed manuscripts.

Learn more at merative.com/real-world-evidence

About Merative

Merative is a data, analytics and technology partner for the health industry, including providers, health plans, employers, life sciences companies and governments. With trusted technology and human expertise, Merative works with clients to drive real progress. Merative helps clients orient information and insights around the people they serve to improve decision-making and performance. Merative, formerly IBM Watson Health, became a new standalone company as part of Francisco Partners in 2022.

Learn more at merative.com

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