

Patient



Matching Products with Patients

DMD's **DeltaChart**SM is more than just another custom chart study. Detailed analysis extrapolates patient profile variables to create a reality-based flowchart illustrating why physicians treated actual patients the way they did.

Objective and accurate data is thus translated into a validated model which can be used to better understand product usage in the hospital. Positioning strategies can then be put in place to exploit recognized strengths.

- › Office or hospital usage matched to patient demographics
- › Aggregate or sharply define patient characteristics
- › Precise signa and indication analysis



Seeing Beyond the DataSM