prognos health | Case Study

Oncology Commercialization: Pre- and post-launch RWD analysis ensures successful cancer therapy commercialization

CHALLENGE

A leading pharmaceutical company with a strong history of developing cardiovascular, diabetes, and vaccine therapies was entering the oncology market with the upcoming launch of a drug designed as a second- or third-line treatment for relapsed/refractory multiple myeloma. The company realized that it had a lot of questions about the audience and hypotheses it needed to validate to ensure proper segmentation and targeting for the new drug, including:

- What is the ideal patient profile and variables within the profile?
- What lab tests are indicative of relapsed/refractory multiple myeloma?
- What are the steps in the patient journey that yield a brand-eligible patient?
- How do you identify physicians that are treating those types of patients?
- How do you best educate those physicians about a new drug?

The pharmaceutical company had done some primary market research, but it lacked data-driven confidence that it had the right objective information to validate it's subjective beliefs. The organization sought to work with outside data partners to acquire and analyze patient and physician information to confirm hypotheses and support the launch and commercialization of the new therapy.

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CHALLENGE

A pharmaceutical company launching a new cancer therapy needed to acquire, analyze, and apply patient and physician data to confirm segment hypotheses and support product launch and commercialization.

SOLUTION

Prognos Health helped the pharmaceutical company create a complete omnichannel program for the new cancer therapy by delivering a combination of data and analytics services that supported pre- and post-launch processes and tactics targeting both patients and physicians.

RESULTS

By partnering with Prognos, the pharmaceutical company was able to achieve therapy-related insights and learnings in nine months that would have taken them 12 to 18 months to achieve on its own.

SOLUTION

RWD platform supports entire therapy commercialization cycle

Prognos Health was initially considered by the pharmaceutical company as a potential provider of lab data updates and alerts to support post-launch efforts. Prognos was one of the only vendors at the time that delivered consolidated and harmonized lab data (including results) from multiple sources. However, when the pharmaceutical company's cross-functional launch team — including leaders from the brand, consumer, analytics, payer, and digital departments — met with Prognos representatives, the team quickly discovered that the vendor could support and enhance pre-launch efforts in addition to providing valuable lab data.

The pharmaceutical company decided it would partner with Prognos to create a complete omnichannel program for the new cancer therapy. In total, Prognos provided a combination of data and analytics services that supported pre- and post-launch processes and tactics targeting both patients and physicians.

Pre-launch: Patient

A key step in the pre-launch process was to validate an accurate patient profile for the new therapy. Prognos performed an integrated historical analysis of it's own harmonized lab data as well as existing claims data the pharmaceutical company already owned. Prognos and the client then examined this data to assess the journey for multiple myeloma patients — from testing, to diagnosis, to treatment, including relapse and subsequent treatment.

The crucial combination of lab and claims data helped provide a more complete patient profile — the claims data provided information as to what had occurred (i.e. a prescription for a specific therapy was filled) while the lab data provided insight into why (i.e. the lab result that led to the diagnosis and treatment). This effort helped the pharmaceutical company pinpoint the lab test most commonly used to diagnose multiple myeloma and disease relapses (i.e. M protein test) and evaluate historical results to track M protein spikes and other patterns. Data analysis also revealed the treatments already being administered to patients and whether or not these treatments were effective — a key factor in determining if a patient is a fit for a second- or third-line therapy.

The pre-launch clinical intelligence and support provided by Prognos was instrumental in helping the pharmaceutical company and its creative agencies develop and align marketing messages to prospective patients and physicians. This included paid advertising and promotional materials as well as new messaging for the company's website.

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Pre-launch: Physician

Once a solid patient profile was established, Prognos aggregated historical patient data up to the physician level, allowing the pharmaceutical company to identify physicians that had seen and treated patients that fit the profile within the past 12 to 24 months. This exercise helped identify key specialists in the patient journey and the roles both primary care physicians and hematology oncologists play in diagnosis and treatment. All of this information helped the pharmaceutical company fine tune physician segmentation prior to launch and identify which doctors to focus education efforts on.

Post-launch: Patient

After the new therapy was launched, Prognos was retained by the pharmaceutical company to provide patient profile alerts. This was a natural transition considering Prognos and it's datasets were instrumental in establishing these patient profiles pre-launch. With alerts, Prognos continually monitored its RWD platform for new incoming data that matched the multiple myeloma patient profiles established by the pharmaceutical company. When new profile matches were identified, this information was relayed to the pharmaceutical company and its creative agencies to drive digital advertising campaigns, direct mail, and non-personal email messages to providers.

Prognos Alerts also directly integrated with Veeva Suggestions to trigger a follow-up action for a salesperson such as having the account representative schedule a visit with the treating provider or prompting the salesperson to send the provider an email.

Post-launch: Physician

The Prognos RWD platform was also leveraged to provide the pharmaceutical company with continual insight into physician activity and patterns post-launch. For example, new incoming data was used to track physician prescribing volume and to determine if targeted providers were actually prescribing the newly launched therapy as a result of the educational, promotional, and direct sales tactics employed by the pharmaceutical company.

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RESULTS

One-stop shopping, in-house expertise accelerates RWD speed to insight

The pre-launch RWD support and services provided by Prognos helped the pharmaceutical company validate and invalidate many hypotheses it had developed about its therapy. These efforts helped uncover some critical blind spots that may have otherwise been missed and, as a result, the company was able to approach the launch with renewed confidence.

The post-launch Prognos solutions kept the momentum going by providing regular patient and physician data updates that allowed the pharmaceutical company to continually enhance and grow its therapy commercialization efforts.

There were several aspects of the Prognos partnership that were particularly beneficial to the pharmaceutical company:

1. The pharmaceutical company quickly realized that Prognos' clinical experts knew more about multiple myeloma and its treatments than its own internal brand team, which helped accelerate patient profile and physician segmentation.
2. Prognos' data scientists provided customized analysis and modeling of RWD that produced key insights and additional value.

The pharmaceutical company discovered Prognos was much more than an RWD provider. It was a one-stop shop for RWD curation, analysis, and execution. The ability to leverage a single partner for all of this expertise helped to simplify vendor contracting and management and enable insights to be revealed and results to be realized more quickly.

In fact, the pharmaceutical company said by partnering with Prognos, it was able to achieve therapy-related insights and learnings in nine months that would have taken them 12 to 18 months to achieve on its own. This accelerated timeline and helped the pharmaceutical company take full advantage of the early approval it would eventually receive for the new therapy from the FDA.

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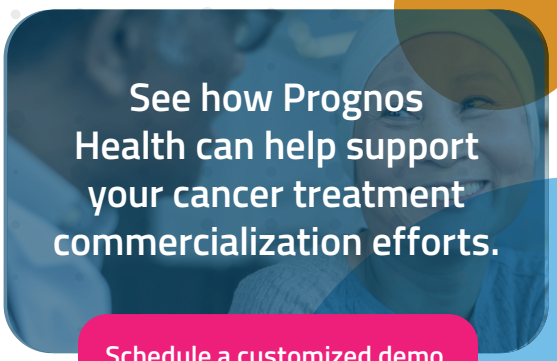

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