

How small and midsize pharma gain economies of scale with an end-to-end RWD solution

Large pharmaceutical organizations have entire departments dedicated to the acquisition, integration, analysis, and application of [real-world patient data \(RWD\)](#). In some cases, multiple teams are employed to drive these efforts for specific brands. In addition, there is no lack of budget and resources for outsourcing and managing numerous vendors and consultants to support their efforts along the way.

Small and midsize pharmaceutical companies don't have the same luxury. Resources are limited at these organizations. Typically, a small group is responsible for everything from RWD strategy, contract negotiation, delivery schedule management, compliance, and integration across all brands and stages of commercialization. These employees must also ensure that the RWD acquired is easily accessible and purpose-ready throughout the organization. All of these responsibilities can leave small teams strained to address other organization-wide data needs.

The smaller the team, the longer it takes to evaluate, prepare, and leverage RWD to support product launch and commercialization efforts using traditional approaches.

This can put small and midsize pharmaceutical companies at a decided disadvantage to larger competitors when it comes to speed to market.

Level the playing field with an RWD marketplace

To combat this issue, small and midsize pharmaceutical organizations must seek ways to capitalize on their nimbleness and maximize efficiencies to generate clinical insights at a faster pace. Streamlining the planning and execution steps involved in bringing a therapy to market is crucial.

An online RWD marketplace, such as Prognos Marketplace, can save small and midsize pharmaceutical companies precious time by allowing them to curate data, visualize its value before purchase, and apply it to select use cases more quickly as well as reduce the time required for vendor-management.

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How Prognos Marketplace helps small and midsize pharmaceutical companies level the playing field

Targeting precision

Prognos Marketplace provides online access to the largest collection of harmonized lab data and medical and prescription claims in the industry. Our solution is also the only online healthcare RWD marketplace that takes a patient-centric, rather than source-centric, approach to data selection. This approach allows users to quickly identify and isolate their desired patient cohorts with unparalleled specificity by selecting from a myriad of clinical characteristics, such as lab tests and results, biomarkers, comorbidities, and more. This methodology enables the most accurate targeting of patient and provider profiles that ensures data inclusivity and eliminates duplicate data purchases.

A la carte purchasing

One of the main advantages of an RWD marketplace for small and midsize pharmaceutical organizations is it enables a la carte data purchases, as

opposed to traditional upfront bulk data buys from aggregators or direct sources. This capability saves smaller pharmaceutical companies the time and effort involved in reviewing data from bulk lists and parsing out the records that are actually of value to a specific initiative. With an RWD marketplace, users can try before they buy — isolating valuable data in the platform and purchasing only the data they need or desire.

Analytics ready

Prognos Marketplace harmonizes and standardizes data from a wide variety of sources, ensuring the data is ready to be leveraged by familiar data analytics tools. Prognos also provides several built-in analytics capabilities. Both features help small and midsize pharmaceutical organizations glean actionable clinical insights from their data much faster.

ACCESS

MANAGE

APPLY



Find

Patients Fast.
Largest RWD
Marketplace.
325M Patients.



Evaluate

Integrated
Sources (Lab, Rx,
Claims).
Unlimited Queries.



License

Streamlined
Contracting.



Harmonize

Cleanse, Enrich,
And Unify
Marketplace +
Client Data (BYOD).



Analytics Ready

Cloud-Based,
On-Demand,
Secure.

Unlike large data aggregators, point solutions, or direct data purchases, Prognos Marketplace provides an end-to-end data curation and analytics solution that allows small and midsize pharma to streamline RWD processes. With Prognos, you get more than quick and easy access to data, you also benefit from simplified contract management, built-in data harmonization, in-house clinical expertise, and on-demand analytics.

Making Patient-Level RWD acquisition, integration, and availability easy

A platform like Prognos Marketplace helps small and midsize pharmaceutical companies streamline many of the upfront data sourcing and delivery tasks that are a challenge for resource-strapped organizations.

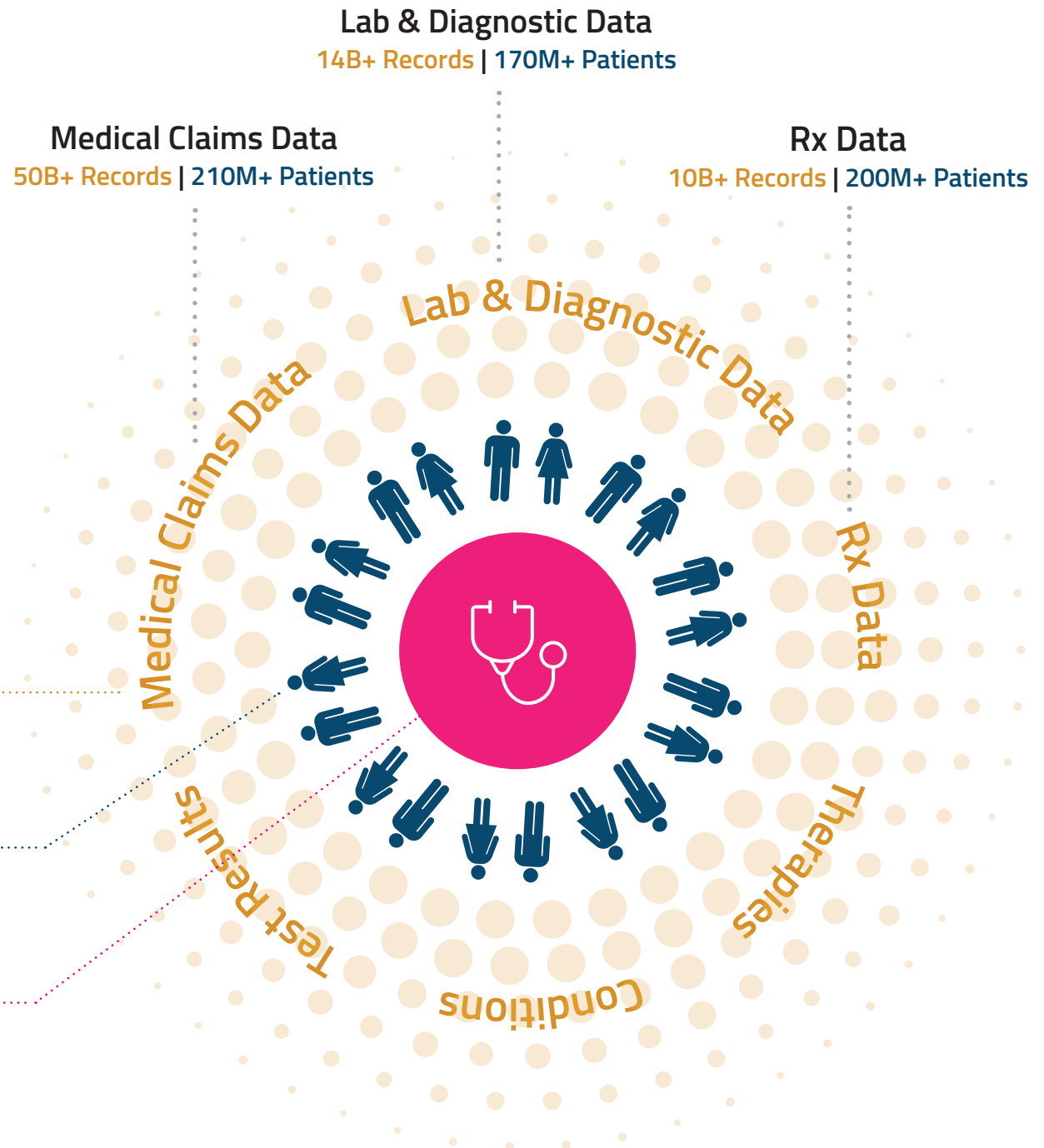
1. Data acquisition

Prognos partners with multiple data providers, including commercial and specialized lab testing facilities and medical and pharmaceutical claims sources. The platform links this data into a single repository and allows pharmaceutical companies to quickly build desired cohorts by selecting specific patient and provider characteristics. The Prognos repository contains:

100B+
Transactional records

325M+
De-identified patients

2M+
Treating providers



2. Data integration

The Prognos Marketplace is built on the Prognos Factor platform which performs the heavy lifting of harmonizing this disparate, often unstructured data, ensuring it is HIPAA compliant, and standardizing data schemas.

Moreover, Prognos uses tokenization technology from Datavant, the leading healthcare connectivity company, to ensure the data on the platform is ready to integrate with outside data that leverages the Datavant token. As a result, data from Prognos Marketplace is readily linkable with an extraordinarily diverse ecosystem of sources from clinical to behavioral to financial — more than 500 sources and growing in the Datavant ecosystem.

500+
**linkable
sources**



3. Data availability

Because Prognos Marketplace is cloud-based, it allows pharmaceutical companies to quickly and easily make data cohorts available throughout the enterprise. Cohorts can be labeled (i.e. My Cohorts, My Company Cohorts, etc.) and categorized for easy identification, access, and sharing organization-wide.

Prognos also provides more than 60 pre-built patient-level, real-world cohorts to accelerate the development of desired patient populations. These cohorts can be used as is, or as a starting point for further refinement and customization. The bottom line is quicker sample sizes and instantaneous results.

Domain Expertise





Unlike other RWD platforms, Prognos also provides in-house clinical expertise to help small and midsize pharmaceutical organizations understand how to best source and apply data to support specific disease states and treatments. Built-in artificial intelligence, machine learning, and analytics also help fill in missing information in data sets, extract key information from clinical narratives, and provide a solid foundation for extracting actionable insights.



RWD support for the entire commercialization lifecycle

Prognos goes beyond mere data curation, providing a full suite of downstream solutions to support ongoing pharmaceutical commercialization demands. These solutions, including [physician segmentation](#), [alerts](#), [patient journey](#), [omnichannel marketing](#), and more, can leverage the data sourced through the platform as well as outside data. The quadrant to the right illustrates how a partner like Prognos can support pharmaceutical organizations throughout the commercialization lifecycle.

A more detailed breakdown of Prognos' life science commercialization solutions can be viewed in [this infographic](#).

	HISTORICAL DATA	CURRENT DATA	FUTURE DATA
PROVIDER DATA	 <p>Physician Segmentation Historical NPI data to understand provider testing trends and patterns and target top prospects.</p>	 <p>Alerts/Omnichannel Marketing Prospective NPI data to create business rules for and generate ongoing data alerts for specific patient profiles. Target providers with key messaging (e.g. emails, digital ads, rep visits) to influence treatment decisions.</p>	
PATIENT DATA	 <p>Market Sizing and Assessment Historical patient-level data (i.e. clinical tests performed, test results, current treatments, etc.) to understand market opportunity.</p>	 <p>Patient Journey Prospective patient-level data to continuously monitor patients and track the performance of your treatment against competitors in terms of efficacy, persistence, compliance, market share, etc.</p>	

Big RWD capabilities for small and midsize pharma

Leveraging an RWD curation and analytics platform like Prognos Marketplace provides small and midsize pharmaceutical companies with a variety of compelling benefits.



Economies of scale

[Real-world data and analytics software](#) helps small and midsize pharma companies offset their resource limitations by streamlining and automating costly and labor-intensive tasks such as data sourcing, compliance, harmonization, and integration. As a result, smaller organizations can quickly gain the same RWD insights as big pharma without the investment in huge internal teams. Even if you've contracted an outside consultant to support you in this area, this third party can leverage the Marketplace platform on your behalf, strengthening and accelerating results.



Speed to market

A single source for RWD curation and analytics means one contract and one point of support for all data needs throughout the commercialization lifecycle. Pharma companies don't have to worry about managing multiple data sources and data is ready to integrate via tokenization from Datavant. This simplified workflow accelerates the entire RWD curation and application process.

This speed to value is real and measurable. In fact, one midsize pharma client asserts that by leveraging Prognos, it was able to perform RWD initiatives **twice as fast — completing what was historically an 18-month process in just 9 months.**



Consistency and Accountability

As an RWD curation and analytics platform, Prognos has already integrated and harmonized data from different sources, providing a built-in consistency of data sets available on demand. Furthermore, with a single source, ongoing accountability is much easier to manage and measure.



Focus

Finally, an RWD curation and analytics platform allows small to midsize pharma organizations to focus on their core competencies in sales, marketing, and data analytics instead of bogging themselves down by dealing with complex data aggregation and integration needs.



**See how Prognos Marketplace can help put
your small to midsize life science organization
on an equal playing field with big pharma.**

Schedule a customized demo with one of our clinical experts.

Schedule a Demo Today

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