

Treatment Analysis Overview

Current Treatment: Physician Insights

Treatment Sequencing

Treatment Algorithms: Claims Data Analysis

Quick Start Guide

July 2022



Treatment Analysis products

Product	High-level Value	Coverage	Use Cases	Methodology and data source
Current Treatment: Physician Insights	Understanding the drivers and obstacles behind prescribing behaviors through physicians' perspectives on patient characteristics, brand usage, and treatment pathways	US, EU5	<ul style="list-style-type: none"> •Uncover the factors influencing a brand's position in the treatment algorithm and the obstacles preventing uptake of key therapies. •Capture physicians' current prescribing patterns for commercially relevant subpopulations. •Develop specific messaging around treatment dynamics so clients can more effectively strengthen or defend their competitive position. •Identify populations in the treatment landscape that may represent areas of opportunity for brands in development / those looking to increase their market potential. 	Primary market research with 100 US or 250 EU5 physician specialists
Treatment Sequencing	Understanding the sequential treatment patterns for specific patient (sub)populations and market-relevant scenarios in highly dynamic oncology indications	US, EU5 (Oncology only)	<ul style="list-style-type: none"> •Pinpoint current drug positioning and uptake in one snapshot to facilitate forecasting. •Drill down into physicians' treatment sequences and understand who to position against or how to defend share. •Identify untapped treatment scenarios and key competitors to aid trial design. •Evaluate unique disease-specific treatment patterns and dynamics to plan and manage sales and marketing resources and execute commercialization messages. •Discover untapped populations to expand product share and drive strategic decisions. 	Primary market research with 100 US or 250 EU5 physician specialists (same survey as Current Treatment)
Treatment Algorithms: Claims Data Analysis	Understanding brand usage across different lines of therapy using real-world data to accurately assess source of business and quantify areas of opportunity for increasing brand share	US (no Oncology)	<ul style="list-style-type: none"> •Examine evolving drug / class-level patient share dynamics by line of therapy in newly diagnosed patients and in the overall patient population. •Inform market forecasts with an analysis of recent brand uptake trends, generic erosion, patient flow, and persistence and compliance by product. •Understand how new entrants are being integrated into the treatment algorithm and identify their source of business. 	Real World Data - US patient-level claims data from IBM® MarketScan® [formerly Truven]

Current Treatment: Physician Insights

Current Treatment: Physician Insights Overview

Key questions answered

- How is a disease currently managed?
- What key factors influence drive physicians to prescribe certain brands?
- What are the obstacles preventing their use of key therapies?
- What are the key patient characteristics that influence prescribing decisions?
- Why is a brand gaining or losing share?

Use cases

- Uncover the factors influencing a brand's position in the treatment algorithm and the obstacles preventing uptake of key therapies
- Capture physicians' current prescribing patterns for commercially relevant subpopulations (e.g., tumor molecular status)
- Develop specific messaging around treatment dynamics so clients can more effectively strengthen or defend their competitive position
- Identify populations in the treatment landscape that may represent areas of opportunity for brands in development / those looking to increase their market potential

Get started using Current Treatment: Physician Insights

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Have a question? Please contact us

Understand the Market

1 Disease, Company & Drug Insights

- ✓ Disease, Company & Drug Insights Platform
 - Disease Insights
 - Epidemiology
 - Biosimilars
 - Company and Drug Insights

Medtech

- ✓ Medtech Insights Platform
 - Market Insights (Medtech 360)
 - Brand Tracking (Pricetrack & Marketrack)
 - US Medical Supply Distribution

US Market Access Insights

- ✓ US Market Access Insights Platform
 - Health Plan Analysis
 - Market Overviews
 - Market Overview Interactive Database
 - National MCO Analyzer
 - Power Profiles

Optimize Access

US Formulary Data & Analytics
By Fingertip Formulary

- ✓ Account Management Dashboard
- ✓ Fingertip Accounts
- ✓ Fingertip Alerts
- ✓ Fingertip Analytics
- ✓ Fingertip Home Page (Legacy Platform)
- ✓ Fingertip Restrictions
- ✓ Fingertip Validation Tool
- ✓ Fingertip PolicyTrack

US Lives Data & Analytics

- ✓ Employer Vantage (2020 Data)
- ✓ Employer Vantage (2021 Data)
- ✓ Integrated Payer Platform
- ✓ Managed Market Surveyor Suite (Including Pharmacy Benefit Evaluator)

Global Market Access

Engage Customers

Sales Enablement

- ✓ Fingertip Publisher

Commercial Targeting

- ✓ Healthbase
- ✓ Medtech Insights Platform
 - Commercial Targeting (Procedure Finder)
- ✓ Field Force Navigator (FFN)

Digital/Multichannel Stakeholder Engagement

- ✓ Digital Insights Platform
 - Multichannel Physician Engagement
 - Multichannel Patient Engagement
 - Multichannel Payer Engagement

1.
Click on the “Disease, Company & Drug Insights” link to launch the Disease, Company & Insights platform.

2.
Click Current Treatment: Physician Insights link and then select Browse Diseases and Topics or Recently Viewed topic to select and launch report.

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Hi Anne, what are you looking for today?

Biopharma - Search within Biopharma

Biopharma Medtech

2 Current Treatment: Physician Insights

Current Treatment: Physician Insights

Uncover the “why” behind treatment pathways and brand usage with in-depth coverage of physician perceptions on disease management.

Geographic Coverage: U.S. or EUS

Primary Research: Survey of U.S. or EUS physician specialists

Key Topics:

- Insight into disease management and treatment decisions, including factors influencing physician treatment selection and rationale for changes in treatment approach
- Physician-reported brand-level patient share and recent/anticipated changes in brand usage

Recently Viewed Clear

- Neuropathic Pain
- Non-Small-Cell Lung Cancer
- Crohn's Disease
- Breast Cancer
- Psoriasis
- Type 2 Diabetes
- Non-Hodgkin's Lymphoma an...
- Migraine
- Osteoporosis
- Obesity/Overweight

Browse diseases and topics

Market Landscape & Forecast

- Disease Landscape & Forecast
- Niche & Rare Disease Landscape & Forecast
- Biosimilars
- China In-Depth
- Company & Drug Insights
- Cortellis Supply Chain Network

Market Access

- Access & Reimbursement

Unmet Need

- Treatment Algorithms Claims Data Analysis
- Treatment Sequencing

Current Treatment: Physician Insights Report Landing Page

Home / Diseases / Malignant Melanoma

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At a Glance Landscape & Forecast Epidemiology Current Treatment Unmet Need Meet The Team

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1 Detailed, Expanded Analysis: Treatment Sequencing (US)

1 Detailed, Expanded Analysis (EU5)

2 Detailed, Expanded Analysis: Treatment Sequencing (EU5)

Current Treatment: Physician Insights | Malignant Melanoma | US | June 2022

Last updated 14 J

DISPLAY All 0 0 1

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Current Treatment: Physician Insights (U.S.)

Malignant melanoma

Analyst: Saurabh Virdi

Published: June 2022

Downloads

MAIN CONTENT

2 Current Treatment: Physician Insights | Malignant Melanoma | US | June 2022 Attachment

Current Treatment Survey | Malignant Melanoma | US | June 2022 Attachment

ADDITIONAL FILES

3 Detailed, Expanded Analysis (US) Table of Contents

Meet the Team

Saurabh Virdi

Ask the Expert View Bio

View all Experts

Customize Your Insights ?

1. The Table of contents includes Detailed, Expanded Analysis Physician Insights chapters for the US and EU5.

2. The full report can be viewed online by using up and down arrows. The report can also be downloaded from the Downloads section or from within the body of the report.

3. If you have additional questions or training / support requests, select “Ask the Expert” or “Contact Us” located under the “?” icon.

Treatment Sequencing (Oncology)

Treatment Sequencing Overview

Key questions answered

- Where is my product positioned vs. competitors in the treatment journey?
- What physicians' most-frequent treatment sequences—who is benefiting and how can I defend my assets share and position?
- What are the market-relevant treatment scenarios according to oncology experts?
- Where are the untapped business opportunities that I can capitalize upon?
- How can I optimize trial design and ensure a competitive edge for my pipeline asset?

Use cases

- Pinpoint current drug positioning and uptake in one snapshot to facilitate forecasting.
- Drill down into physicians' treatment sequences and understand who to position against or how to defend share.
- Identify untapped treatment scenarios and key competitors to aid trial design.
- Evaluate unique disease-specific treatment patterns and dynamics to plan and manage sales and marketing resources and execute commercialization messages.
- Discover untapped populations to expand product share and drive strategic decisions.

Get started using Treatment Sequencing

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- US Medical Supply Distribution

US Market Access Insights

- US Market Access Insights Platform
 - Health Plan Analysis
 - Market Overviews
 - Market Overview Interactive Database
 - National MCO Analyzer
 - Power Profiles

Optimize Access

US Formulary Data & Analytics
By Fingertip Formulary

- Account Management Dashboard
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- Fingertip Restrictions
- Fingertip Validation Tool
- Fingertip Policy/Track

US Lives Data & Analytics

- Employer Vantage (2020 Data)
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Global Market Access

Engage Customers

Sales Enablement

- Fingertip Publisher

Commercial Targeting

- Healthbase
- Medtech Insights Platform
 - Commercial Targeting (Procedure Finder)
- Field Force Navigator (FFN)

Digital/Multichannel Stakeholder Engagement

- Digital Insights Platform
 - Multichannel Physician Engagement
 - Multichannel Patient Engagement
 - Multichannel Payer Engagement

1. Click on the “Disease, Company & Drug Insights” link to launch the Disease, Company & Insights platform.

2. Click Treatment Sequencing link and then select Browse Diseases and Topics or Recently Viewed topic to select and launch report.

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Biopharma Medtech Multichannel Engagement

2 Treatment Sequencing

Market Landscape & Forecast

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- Company & Drug Insights
- Cortellis Supply Chain Network

Market Access

- Access & Reimbursement

Treatment Sequencing

Analyze sequential, treatment pathways in market-relevant scenarios to support your brand positioning, strategic planning, and business development in oncology

Geographic Coverage: U.S. or EUS

Disease Coverage: Oncology only

Primary Market Research: Survey of U.S. or EUS physician specialists

Key Topics:

- Indication-specific treatment journeys for market-relevant drug-treatable populations built by oncology experts
- Drug share and treatment rates mapped to treatment journey using physician survey data
- Physicians' most frequently selected treatment sequences in clinically and commercially important (sub)populations and treatment scenarios

Recently Viewed: Clear

- Non-Small-Cell Lung Cancer
- Breast Cancer
- Non-Hodgkin's Lymphoma an...
- Ovarian Cancer

Browse diseases and topics

Treatment Sequencing Report Landing Page

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Home / Diseases / **Malignant Melanoma** Notifications Off

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Treatment Sequencing Malignant Melanoma US June 2022

Detailed, Expanded Analysis (EU5)

1 Detailed, Expanded Analysis: Treatment Sequencing (EU5)

Treatment Sequencing Malignant Melanoma US June 2022

Last updated 7 June 2022

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Treatment Sequencing

Malignant Melanoma

United States

Analyst(s): Laura Ramos, PhD
Published: June 2022

2 Downloads

MAIN CONTENT

Treatment Sequencing Malignant Melanoma US June 2022 Attachment

Treatment Sequencing Survey Malignant Melanoma US June 2022 Attachment

ADDITIONAL FILES

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3 Meet the Team

Laura Ramos

Ask the Expert View Bio

View all Experts

1?

1. The Table of contents includes Detailed, Expanded Analysis Treatment Sequencing chapters for the US (also EU5 for most diseases).

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Treatment Algorithms (Non-Oncology)

Treatment Algorithms: Claims Data Analysis Overview

Key questions answered

- What is the progression timeline from diagnosis to treatment and through lines of therapy?
- What is the patient share by product/brand and by line of therapy in newly diagnosed patients?
- What is the overall patient share by product and what are the usage trends/changes over time?
- What is the source of business for my brand?
- What is the frequency of combination therapy use and what are the most commonly prescribed combinations?
- How do persistency and compliance for my brand compare with competitors'?

Use cases

- Understand the path from diagnosis through treatment progression to size the opportunity in newly-diagnosed patients.
- Identify and quantify the opportunity for positioning your current or emerging brand in specific lines of therapy.
- Evaluate the source of business for your brand to fine-tune marketing strategy.
- Track your and competitors' overall brand performance to understand market dynamics and develop forecasts.
- Quantify persistency and compliance by brand to optimize usage.

Get started using Treatment Algorithms

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 - Multichannel Patient Engagement
 - Multichannel Payer Engagement

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Click on the “Disease, Company & Drug Insights” link to launch the Disease, Company & Insights platform.

2.
Click Treatment Algorithms Claims Data Analysis link and then select Browse Diseases and Topics or Recently Viewed topic to select and launch report.

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Biopharma Medtech Multichannel Engagement

2 Treatment Algorithms Claims Data Analysis

Treatment Algorithms Claims Data Analysis

Identify opportunities to increase brand share with visibility into brand usage by line of therapy with Real-World Data

Geographic Coverage: U.S.

Real-World Data: Longitudinal patient-level claims data analysis

Key Topics:

- Newly diagnosed and recently treatment patient analysis including drug/drug class shares with quarterly trends and combination therapy usage
- Treatment initiation, progression, and line of therapy analysis among newly diagnosed patients
- Source of business for recently treated patients
- Persistency and compliance analysis

Recently Viewed Clear

- Neuropathic Pain
- Crohn's Disease
- Insomnia
- Psoriasis
- Type 2 Diabetes
- Migraine
- Osteoporosis
- Peripheral Arterial Disease
- Alopecia
- Obesity/Overweight

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- Company & Drug Insights
- Cortellis Supply Chain Network

Market Access

- Access & Reimbursement
- Treatment Sequencing

Treatment Algorithms Report Landing Page

Home / Diseases / **Dyslipidemia** Notifications Off

At a Glance Landscape & Forecast Epidemiology **Current Treatment** Unmet Need Access & Reimbursement Meet The Team

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3 Treatment Algorithms CDA Dyslipidemia US May 2022

4 Treatment Algorithms CDA Dyslipidemia US 2022 Dashboard

5 Detailed, Expanded Analysis: Physician Insights (US) : Hypertriglyceridemia

6 Detailed, Expanded Analysis (US) - Treatment Algorithms - Claims Data Analysis: Hypertriglyceridemia

7 Detailed, Expanded Analysis: Physician Insights (EUS)

8 Detailed, Expanded Analysis: Physician Insights (US)

Treatment Algorithms CDA Dyslipidemia US May 2022

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Last updated 21 May 2022

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Treatment Algorithms: Claims Data Analysis

Dyslipidemia

Analyst: Manasa Kadagathur, M.S. (Pharm.), Ph.D.
Published: May 2022

2 Downloads

MAIN CONTENT

Treatment Algorithms CDA Dyslipidemia US May 2022 Attachment

Treatment Algorithms CDA Dyslipidemia US May 2022 Attachment

ADDITIONAL FILES

Detailed, Expanded Analysis: Treatment Algorithms: Claims Data Analysis (US) Table of Contents

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Manasa Kadagathur, Ph.D.

Ask the Expert View Bio

1 ?

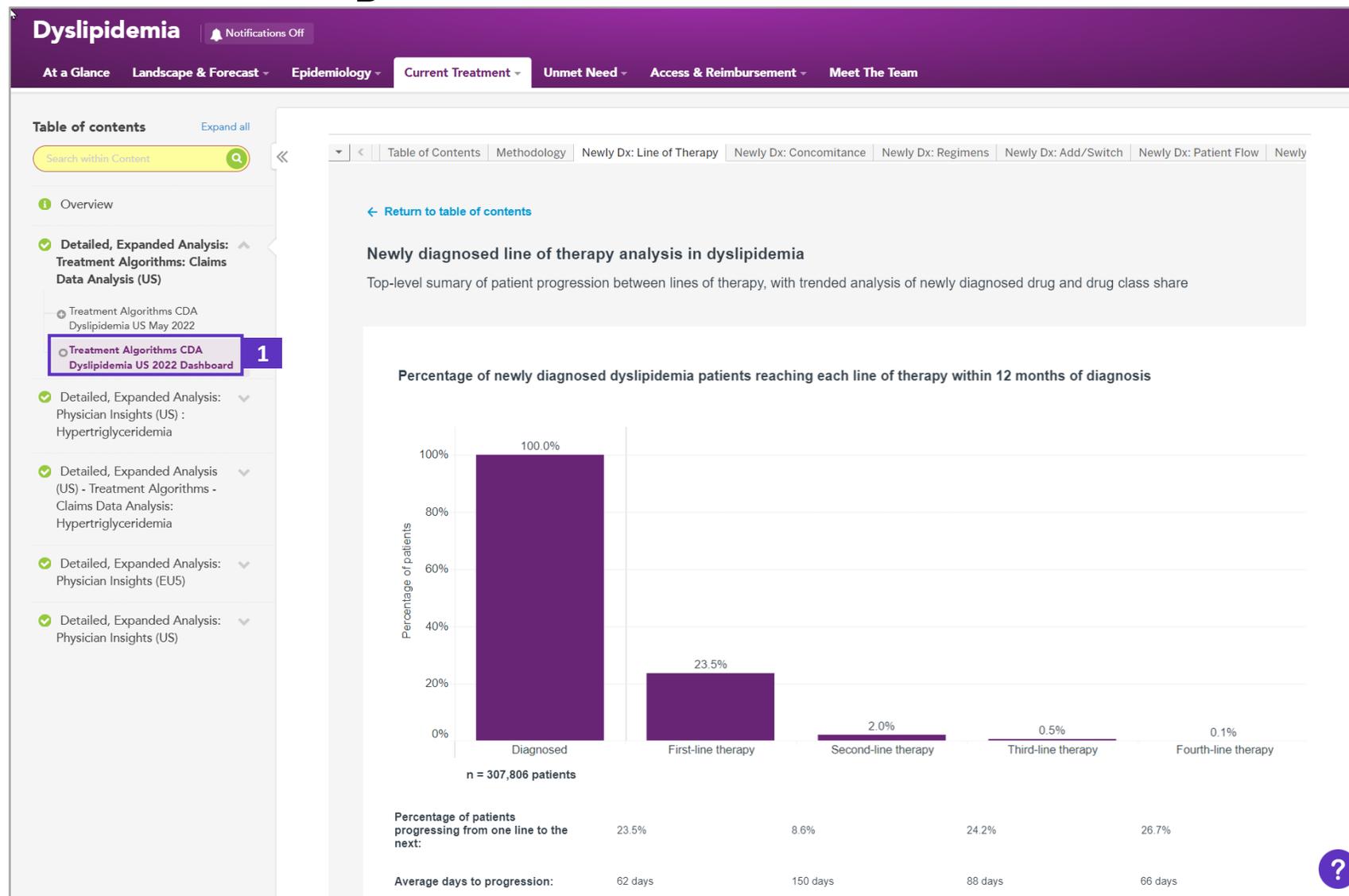
1. The Table of contents includes Detailed, Expanded Analysis: Treatment Algorithms Claims Data Analysis chapter which provides detailed expanded analysis for the US:

- Treatment Algorithms full report
- Treatment Algorithms dashboard

2. The full report and data can be downloaded from the Downloads section or from within the body of the report.

3. If you have additional questions or training / support requests, select “Ask the Expert” or “Contact Us” located under the “?” icon.

Treatment Algorithms Dashboard



1.

The Treatment Algorithms Dashboard supplements the claims data analysis report and features:

- Interactive visualizations and ability to select drugs/drug classes of interest
- Expanded analyses not included in PPT report
- Optional quarterly data refreshes following report publication

2.

The data sources used for all queries analyzed in the Treatment Algorithms Claims Analysis studies are the IMB MarketScan Commercial and Medicare Supplemental Databases.

Alerts Request

The screenshot displays the Clarivate DRG interface for 'Malignant Melanoma'. The top navigation bar includes 'Home / Diseases / Malignant Melanoma' and a 'Notifications Off' bell icon. The main content area shows 'Current Treatment: Physician Insights | Malignant Melanoma | US | June 2022'. A 'My Favorite Topics' panel is open, showing a list of topics with 'Malignant Melanoma' selected. The 'Email Preferences' section in the bottom right of the settings panel is highlighted, showing a checked checkbox for 'Email me when there is updated content or new content published matching my favorites' and a 'Save Settings' button.

1.
To request email alerts of key report updates, select the bell icon.

2.
Select the disease markets that you are subscribed to, then select the “Email Preferences” checkbox, then select the “Save Settings” button.



Have a Question?

Healthcare.support@clarivate.com
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