



# How to leverage real world data to inform launch strategy

A Clarivate webinar

**Jeff Wray**

Sr. Director, Integrated Solutions

[Jeffrey.Wray@Clarivate.com](mailto:Jeffrey.Wray@Clarivate.com)

**Dona Petrozzi**

Sr. Director, Real World Data

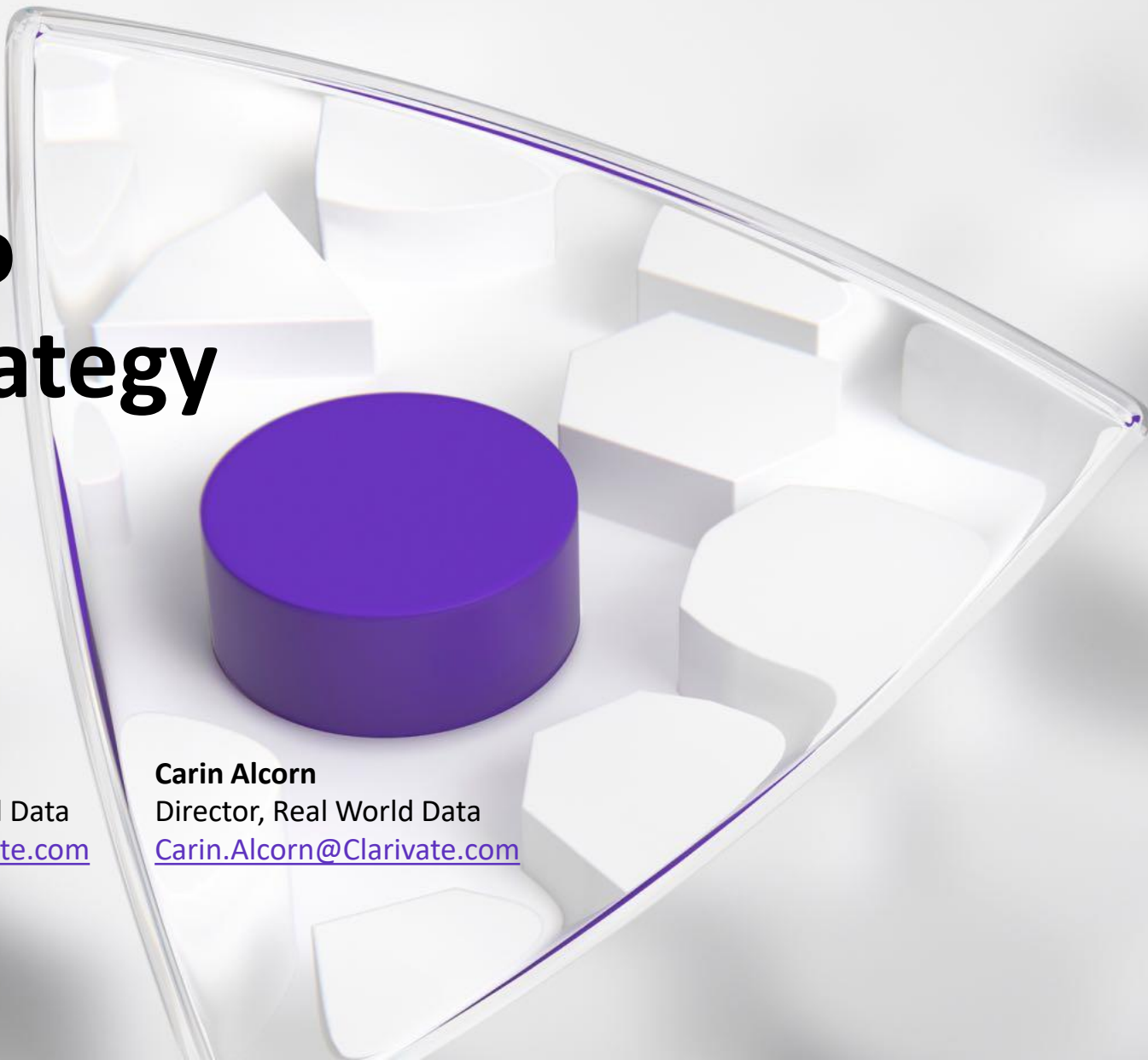
[Dona.Petrozzi@Clarivate.com](mailto:Dona.Petrozzi@Clarivate.com)

**Carin Alcorn**

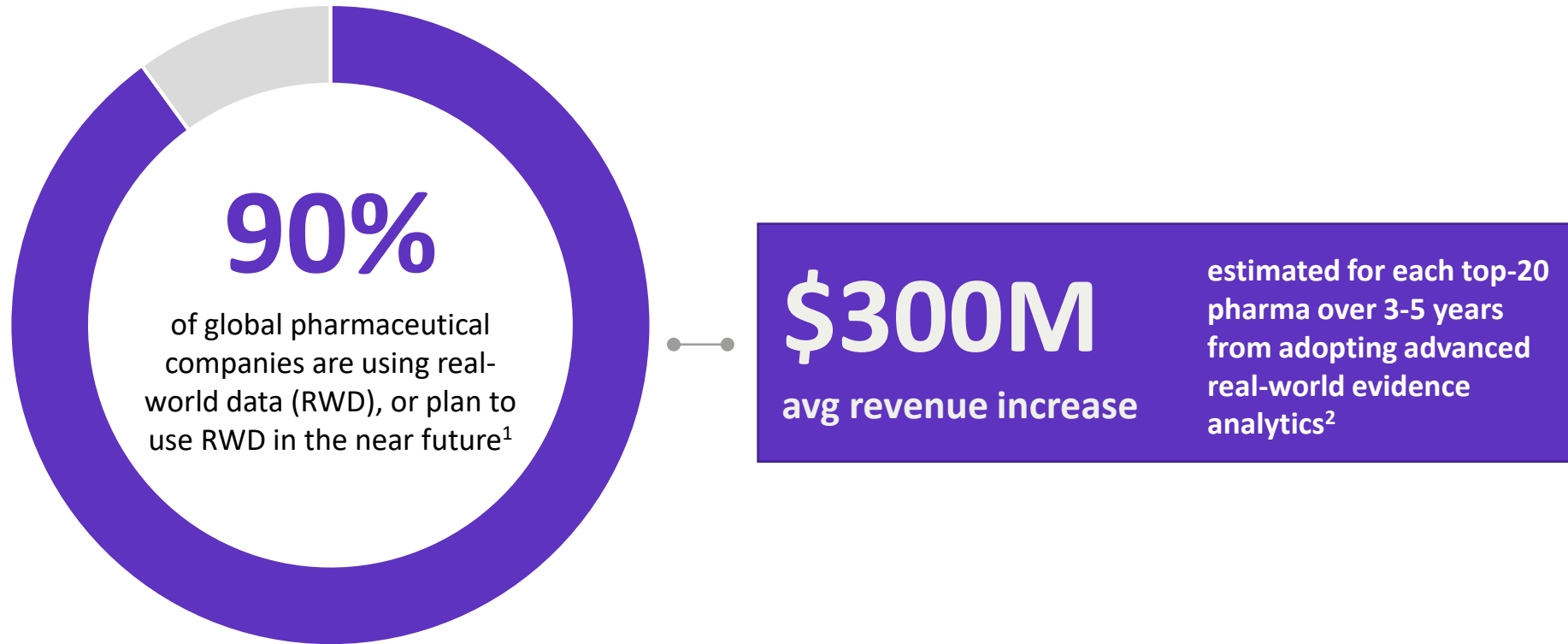
Director, Real World Data

[Carin.Alcorn@Clarivate.com](mailto:Carin.Alcorn@Clarivate.com)

September 14, 2022



# Why is real-world data important?



# Agenda

Today's discussion will cover:

- How to **shape your launch strategy** by leveraging robust real-world data (RWD) assets
- RWD attributes and analytical approaches to **identify market opportunities, direct targeting, and refine market positioning**
- How RWD data can turn insights into activation strategies that support your **payer, HCP** and **patient** initiatives

## The data we will explore:



Pharmacy claims data



Specialty pharmacy data



Medical claims data



Affiliations data



Electronic Health Record (EHR) data



Registry data

# Case study: Patient journey analysis for brand strategy



## Situation

- Client's brand team was in planning phase for one product, while also **pre-launch planning for a new small molecule therapy** with multiple indications planned
- Client's BI team was planning analysis to assess longevity of selected brand therapy and **its impact on patient adherence**
- Comprehensive claims data asset required to offer complete **capture into high-cost drugs across multiple indications** as needed to support business questions

## Solution

Clarivate's **pharmacy claims data** provide unique insights into the **patient's treatment journey** in chronic and complex disease markets, as well as payer influences:

- Comparative analysis to identify brand **switching to and from** selected brand
- Establish **longitudinal insights** into drug performance according to disease indication
- Examine **prescriber patterns** according to therapy

Pharmacy



Specialty



## Outcomes

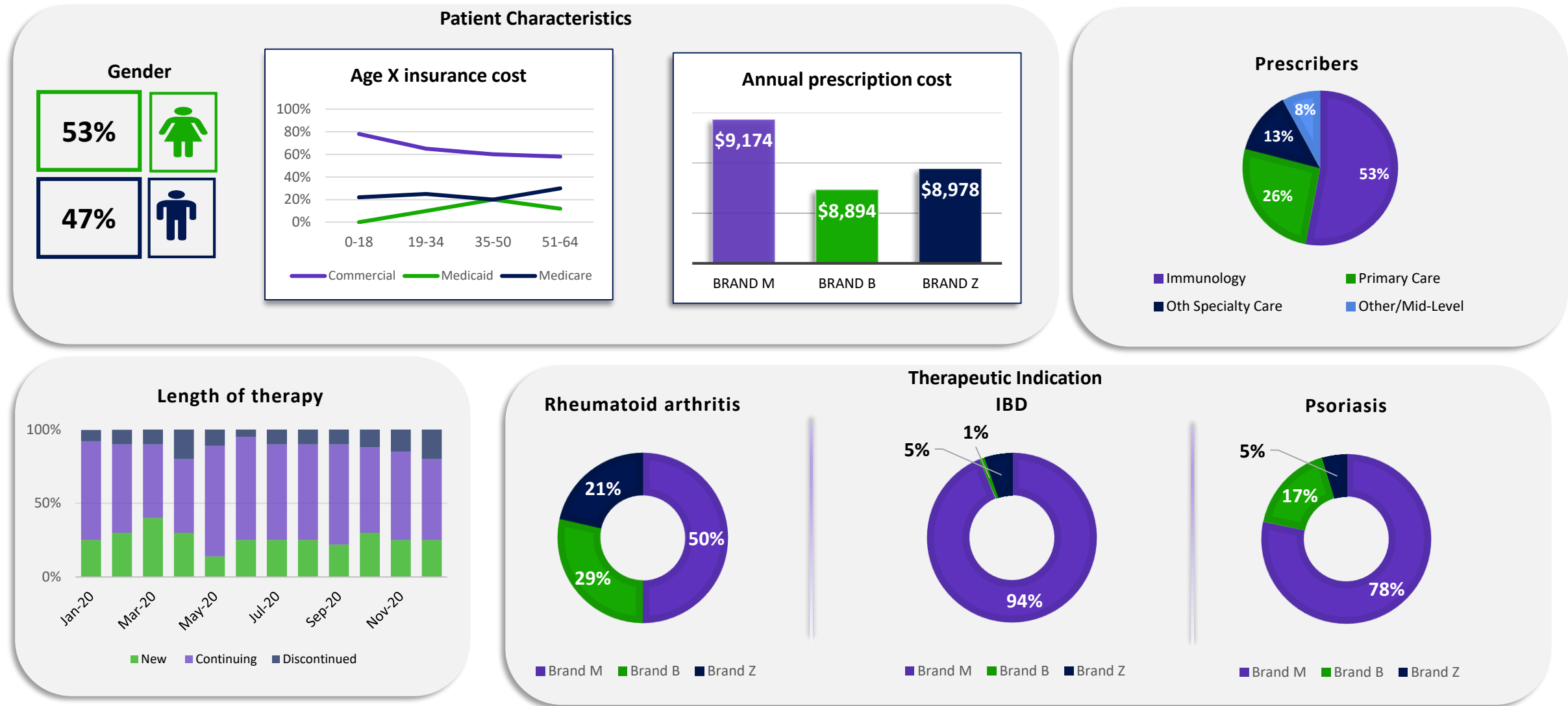
**Clinical insights provided actionable launch strategies to drive sales considerations:**

- ✓ Examined prescribing patterns based on provider specialty
- ✓ Evaluated distribution of payers across patient segments
- ✓ Compared brand utilization across therapeutic indications

**Payer and product performance insights guided formulary investment and contracting decisions:**

- ✓ Uncovered relationships that may signal opportunities for new brand entry
- ✓ Assessed cost factors to understand financial impact for brand longevity

# Case study: Outputs from clinical and access patient journey analysis



# Pharmacy claims data solution to tackle real-world healthcare challenges

## Clarivate pharmacy claims

- Monitor **medication adherence** in a complex disease landscape
- Captures **evolving** pharma landscape and **iterative** drug formularies
- Low data latency allows **“real time”** analysis of pharmacy benefit utilization
- Capture of more **19M+ pharmacy claims since 2011**
- **Complete payor profile** representing > 65% of covered lives in the US
- Complete **cost summary** includes rebates, coupons and payment amounts

## Deep dive: Specialty pharmacy data



Coverage of **500+ specialty** drugs spanning all therapeutic areas, including **rare diseases** and **oncology**



>**1.8M patients since 2020**, including **600k patients** in each year across all US geographies

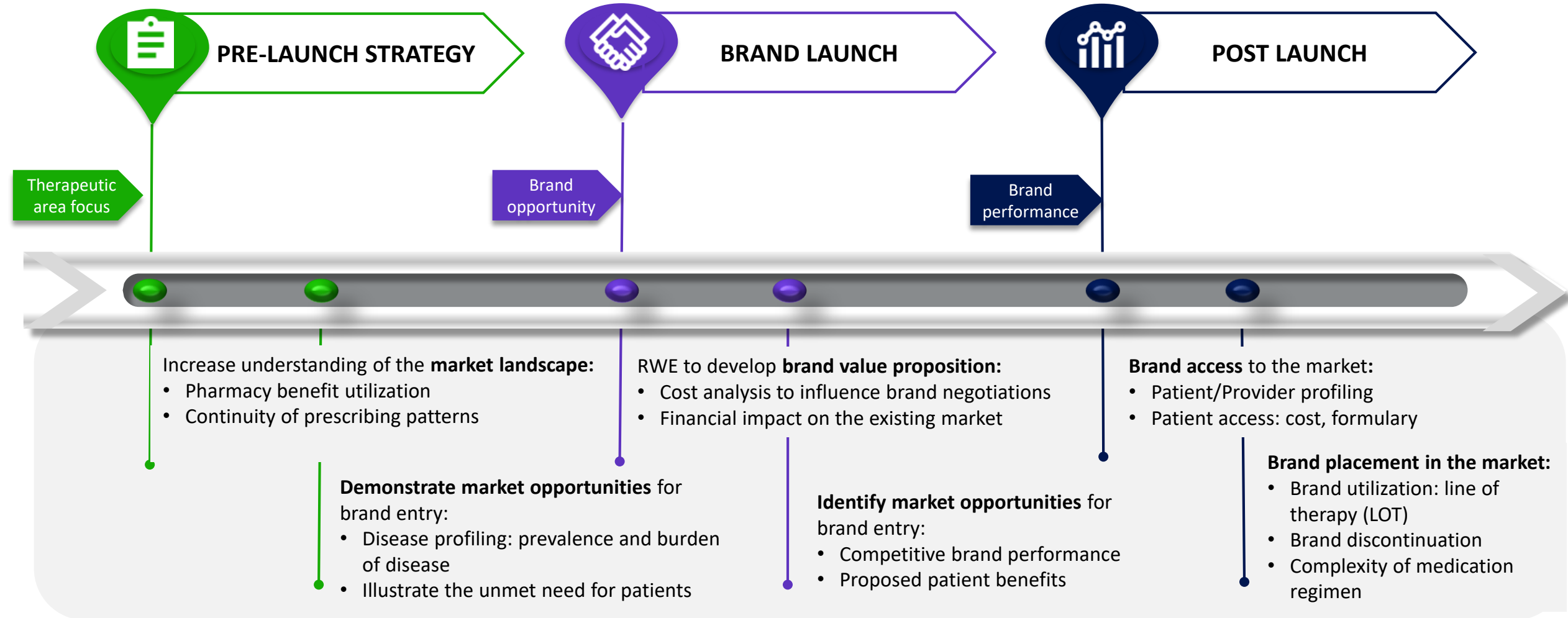


Median and average charged amounts for specialty drug capture of **\$4.5k/month** and **\$10k/month**, respectively



**Patient-level record** with enhanced visibility into payer and provider details and market dynamics

# Insights from pharmacy claims inform strategy across the launch lifecycle



# Case study: Optimize commercial targeting

## HCP profiling and segmentation (1 of 3)



### Situation

- **Client launching new small molecule** product for rheumatoid arthritis (RA) in highly competitive market dominated by injectables and potential biosimilar entrants
- **Small sales specialty force** of 75 reps for launch support, and 15 hospital account managers
- **RA treatment managed differently by rheumatologists and PCPs.** Previous line of therapy analysis revealed rheumatologists were making multiple treatment decisions, while PCPs actively treat RA patients differently.
- **Launch strategy** prioritizes rheumatologists for field, with hospital reps engaging IDN director of pharmacy for PCP formulary discussions and EHR integration

### Solution

**Clarivate's medical claims data** provides rich insights into **patients' treatment and access activity**, as well as the HCPs that treat them:

- Expand line of therapy analysis as a key input to HCP profiling and segmentation to explore how Rheumatologists treating patients would be targeted and messaged differently at launch

Pharmacy



Medical



Affiliations



### Outcomes

**Clinical patient line of therapy analysis provides HCP insights to feed segmentation:**

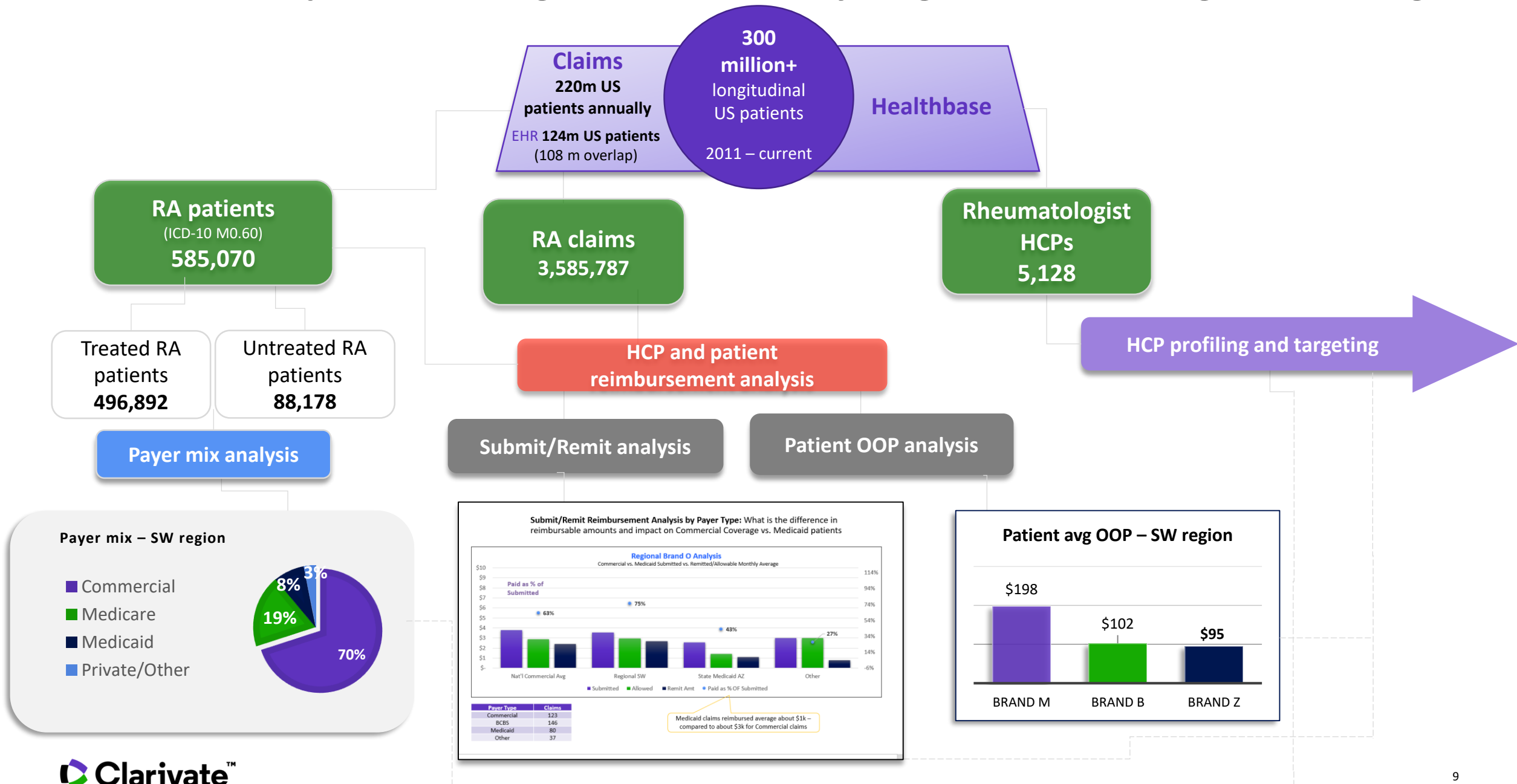
- ✓ Which HCPs are moving patients more aggressively to 2L treatments?
- ✓ Which HCPs have patients cycling on methotrexate longer than guidelines recommend? Does this vary by specialty?

**Patient insights to drive HCP messaging strategies and launch tactics:**

- ✓ What is the average length of therapy for each treatment type?
- ✓ What do we need to understand about our targeted HCPs' patients' adherence to therapy?



# Medical claims provides insights to effectively target rheumatologists treating RA



# Case study: Optimize commercial targeting

## Build targeting list to refine sales strategy (2 of 3)



### Situation

- In parallel with their payer contracting efforts in process, the sales and marketing teams were evaluating a few other key market dynamics that might impact final customer targeting considerations
- New insights were needed to understand the optimal demographic, geographic and access strategies to employ over the first 6 months of launch while contracts were being negotiated

### Solution

Clarivate's medical claims data quantifies volumes of patients seen and treated at the facility and physician level to prioritize accounts and maximize the impact of sales outreach:

- Top physicians by **diagnosed patients seen**
- Top physicians by **treatments prescribed**
- Top physicians by **payer mix, reimbursement and patient OOP**

Pharmacy



Medical



Affiliations



### Outcomes

#### Identifying key physician and site of care targets:

- ✓ How many diagnosed RA patients does a rheumatologist see vs. treat? How many untreated or “undertreated” patients does an IDN customer have?
- ✓ What are the sites of care where patients are being seen and treated? What specialties are seeing patients in which sites of care?

#### Identifying the best patient opportunities at launch through medical claims data:

- ✓ Which HCPs have the highest % of commercially insured patients? What regions are they in, and what is their age distribution?
- ✓ What is the best strategy for offsetting out-of-pocket expenses for the patients who will have a co-pay burden?

# Case study: Optimize commercial targeting

## Map affiliations to maximize targeting impact (3 of 3)



### Situation

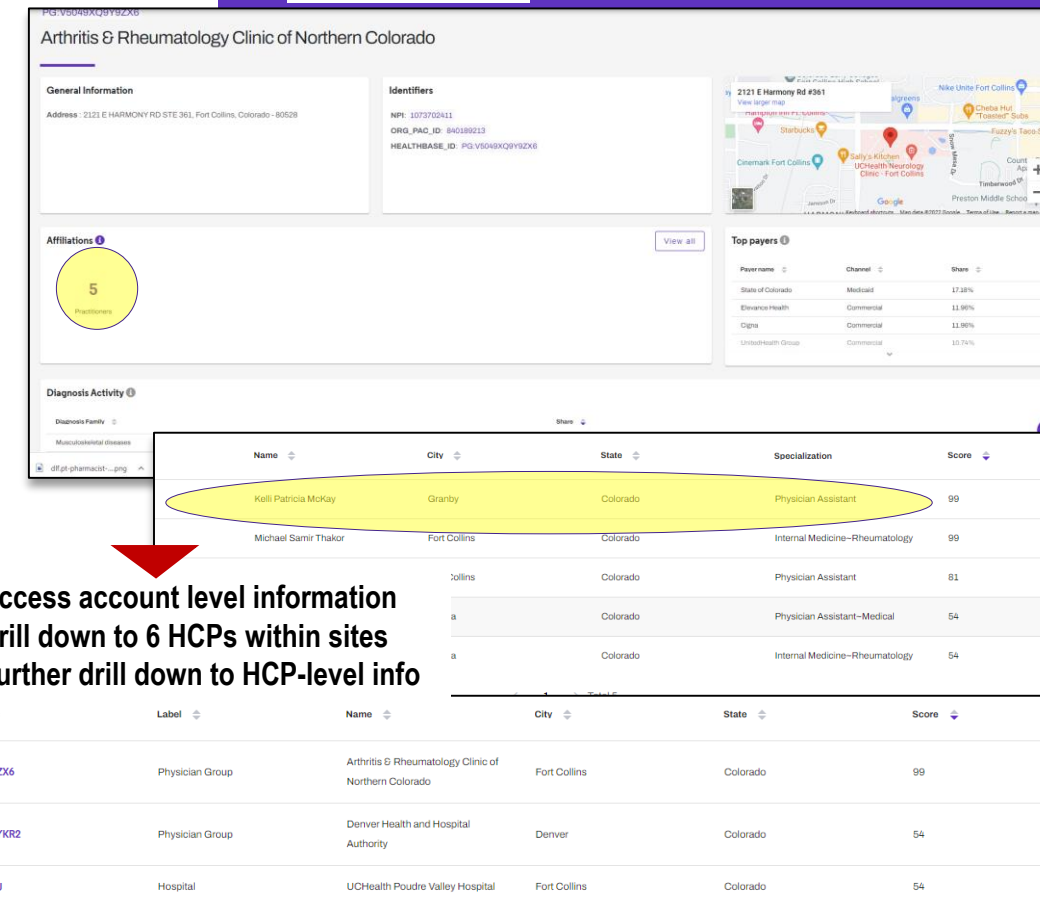
- Account Managers needed to navigate multiple levels of decision makers within organizations **to establish access and maximize launch opportunities** aligned to managed care within their respective geographies
- Accessing PCPs at launch was a challenge due to IDN/health system restrictions.** Account managers needed to how to navigate network complexities in order to influence prescribing decisions

### Solution

**Clarivate's Healthbase affiliations database** identifies the market control of IDNs across US regions and patient populations:

- Augment commercial targeting list** to include IDN profiling and affiliations for final 75 territories
- Develop hospital account team strategy** by leveraging robust HCP mapping tool to identify all PCPs affiliated within target accounts

### Outcomes



- 1) Access account level information
- 2) Drill down to 6 HCPs within sites
- 3) Further drill down to HCP-level info

# Medical claims data solution to tackle real-world healthcare challenges

## Clarivate medical claims

- Examine patient healthcare utilization patterns **longitudinally** within defined therapeutic areas
- Gain insights into **gaps/delays in treatment** based on insurance payer and coverage
- Comprehensive cost variables to exemplify **reimbursement rates** and **patient cost burden**
- Aggregated medical claims data from **multiple, varied sources** including submit and remit claims
- Increased specificity **on remit claims** with authorization categories and denial rationale

## Robust longitudinal medical claims and affiliations



**300M+ patients** since 2011  
**220M+ patients** annual capture  
**27B+ medical claims** since 2011



### Site of care coverage

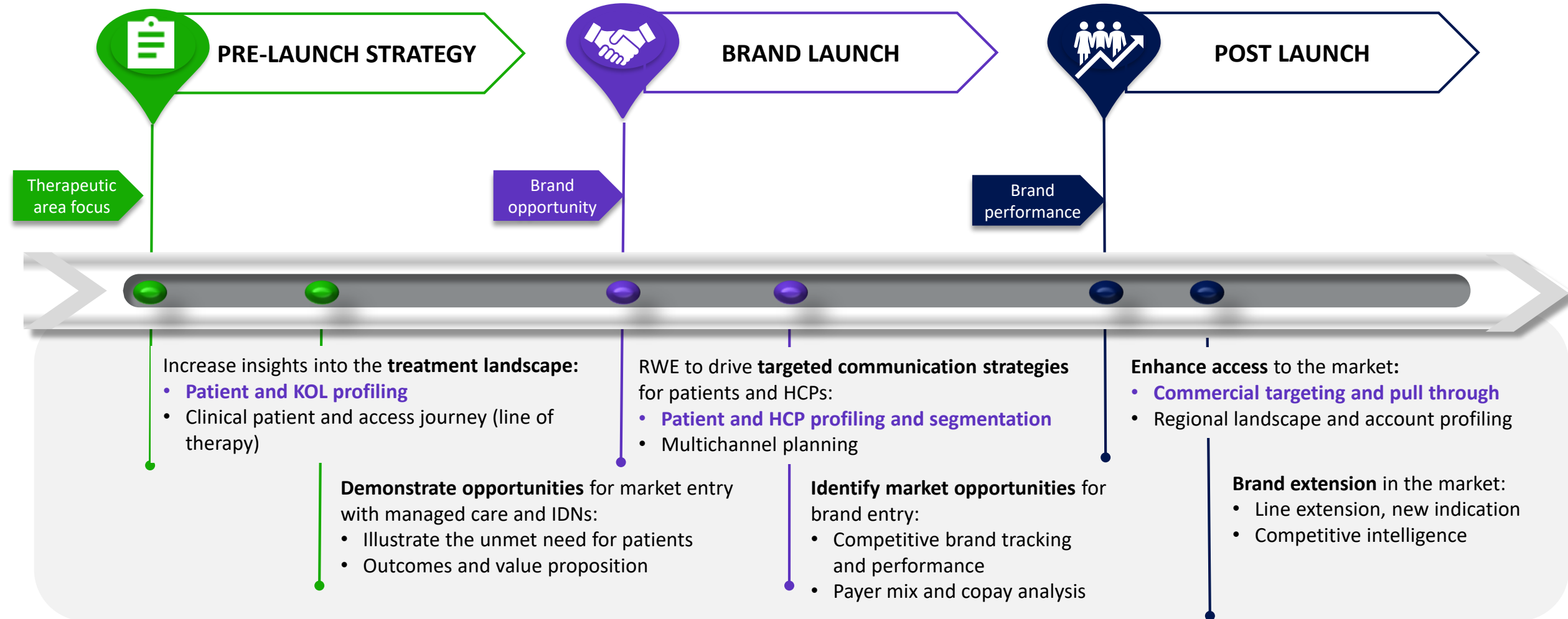
|                            |                                 |
|----------------------------|---------------------------------|
| <b>&gt;6,800</b> Hospitals | <b>&gt;5,600</b> Health systems |
| <b>&gt;1,500</b> ACOs      | <b>&gt;6.5M</b> Affiliations    |



### Payer data coverage

- > Specifics by benefit plan
- > Denial reasons
- > Submissions with prior authorization (PA), quantity limit (QL), and step therapy (ST) specificity rationale specificity
- > Remittances with allowed amounts
- > Rebates, coupons, deductibles, co-insurance and payment amounts
- > Real-time CMS claims for all three benefit plans

# Insights from medical claims inform strategy across the launch lifecycle



# Case study: Patient segmentation to refine positioning

## Situation

- Client's brand team recently launched a product in an established market, but **was not achieving expected uptake** and needed to identify best opportunities to increase share
- Initial market positioning focused on cost savings from their product alongside comparable efficacy, but client struggled to displace established market products
- To refine their approach with more impactful, targeted positioning, client sought to **segment patients by lab tests and personal health metrics** and then analyze for differentiated health outcomes by product

## Solution

Clarivate's Electronic Health Record (EHR) data reveal granular insights around **patient personal health metrics**:

- Demographics and vital signs enable **refined segmentation and targeting**
- Lab measurements reveal **testing outcomes** and correlation to treatment selection
- Track progression of health metrics over time to **assess treatment impact**

Pharmacy



Medical



EHR



## Outcomes

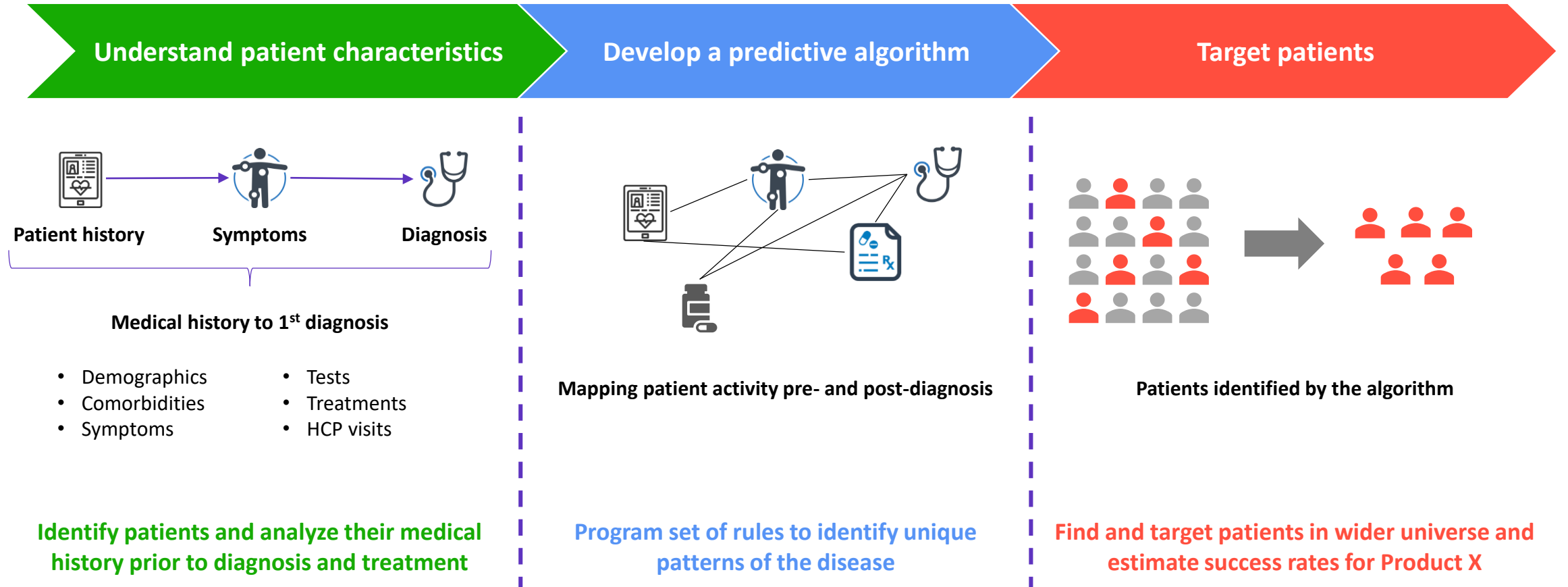
**Segmentation identified correlation between patient characteristics and outcomes:**

- ✓ Examined evolution of patient personal health metrics and comorbidities across diagnostic and treatment journey
- ✓ Quantified differentiated health and cost outcomes by patient segment

**Analysis powered a best-fit patient prediction tool to drive effective commercial messaging:**

- ✓ Evaluated specific characteristics and activities likeliest to lead to positive health outcomes
- ✓ Built an AI model to derive best-fit patients for client's product, equipping their salesforce with targeted commercial impact messaging

# Case study: Development of AI best-fit patient prediction tool



Utilize outputs from the model to archetype common profiles of patients, and those most likely to encounter positive health outcomes if they initiate treatment with Product X

# EHR and registry data solutions to tackle real-world healthcare challenges

## Clarivate EHR data

- Coverage of **124M+ patients**
- Assess patient **continuity of care** within disease categories
- Identify **patient and physician attributes** reflecting onset of comorbid conditions and/or differing treatment outcomes
- Specific patient care measurements (labs, vital signs) aid in identifying **specific disease outcomes**
- Comprehensive EHR records from over **10K diverse provider groups**
- Granular **patient and provider details** for profiling and segmentation

## Deep dive: Patient registry data



Coverage of **27,000+ RA patients**, **2,700+ IBD patients**, and **2,200+ MS patients** since 2015



**Patients consented at initial physician visit** with enrollment questionnaire and data capture at routine follow-up visits



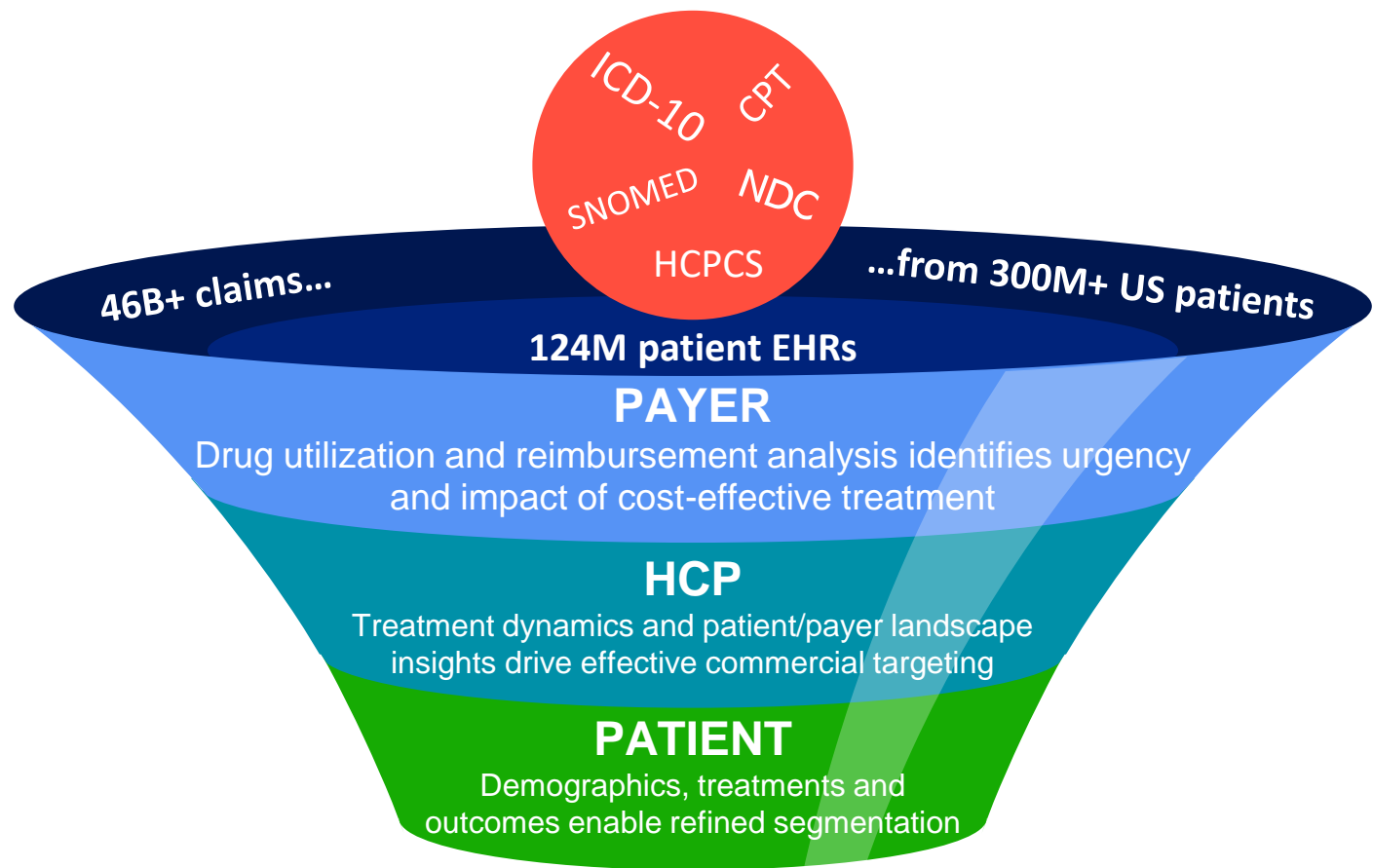
Data for personal health metrics, disease characteristics, lab measurements, and treatment history



**Targeted adverse events** by disease quantify risk associated with treatments received



# Real-world data offer stakeholder insights to drive and refine launch strategy



| Clinical trials optimization   | Opportunity assessment   | Patient journey analysis  | Real-world evidence  | Commercial strategy  |
|--|--|---|--|--|
| <ul style="list-style-type: none"><li>• Trials site selection</li><li>• Investigator selection</li></ul> | <ul style="list-style-type: none"><li>• Market sizing</li><li>• Patient segmentation</li></ul> | <ul style="list-style-type: none"><li>• Clinical patient journey</li><li>• Access patient journey</li></ul> | <ul style="list-style-type: none"><li>• Descriptive analysis</li><li>• Multivariate analysis</li></ul> | <ul style="list-style-type: none"><li>• KOL profiling</li><li>• Commercial targeting</li></ul> |



# Thank you

To speak to one of our RWD specialists about your needs and to receive a complimentary data pull, **please type “YES” in the chat!**

