How to leverage real world data to inform launch strategy

A Clarivate webinar

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Why is real-world data important?

90% of global pharmaceutical companies are using real-world data (RWD), or plan to use RWD in the near future.

$300M avg revenue increase estimated for each top-20 pharma over 3-5 years from adopting advanced real-world evidence analytics.

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.

**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**

### Patient Characteristics

#### Gender

- **Male:** 47%
- **Female:** 53%

#### Age X insurance cost

- 0-18: 50%
- 19-34: 20%
- 35-50: 10%
- 51-64: 20%

#### Annual prescription cost

- **BRAND M:** $9,174
- **BRAND B:** $8,894
- **BRAND Z:** $8,978

#### Prescribers

- **Immunology:** 53%
- **Primary Care:** 8%
- **Oth Specialty Care:** 26%
- **Other/Mid-Level:** 13%

### Length of therapy

- **New**
- **Continuing**
- **Discontinued**

### Rheumatoid arthritis

- **BRAND M:** 21%
- **BRAND B:** 50%
- **BRAND Z:** 29%

### Therapeutic Indication

- **IBD**
  - **BRAND M:** 5%
  - **BRAND B:** 1%
  - **BRAND Z:** 94%

- **Psoriasis**
  - **BRAND M:** 5%
  - **BRAND B:** 17%
  - **BRAND Z:** 78%
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

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

Deep dive: Specialty pharmacy data
Insights from pharmacy claims inform strategy across the launch lifecycle

**PRE-LAUNCH STRATEGY**

- **Therapeutic area focus**

  - Increase understanding of the **market landscape**:
    - Pharmacy benefit utilization
    - Continuity of prescribing patterns

**BRAND LAUNCH**

- **Brand opportunity**

  - **RWE to develop brand value proposition**:
    - Cost analysis to influence brand negotiations
    - Financial impact on the existing market

**POST LAUNCH**

- **Brand performance**

  - **Brand access to the market**:
    - Patient/Provider profiling
    - Patient access: cost, formulary

- **Brand placement in the market**:
  - Brand utilization: line of therapy (LOT)
  - Brand discontinuation
  - Complexity of medication regimen

**Demonstrate market opportunities** for brand entry:
- Disease profiling: prevalence and burden of disease
- Illustrate the unmet need for patients

**Identify market opportunities** for brand entry:
- Competitive brand performance
- Proposed patient benefits
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

**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 provide insights to effectively target rheumatologists treating RA

- **RA patients** (ICD-10 M0.60) 585,070
  - Treated RA patients: 496,892
  - Untreated RA patients: 88,178

**Payer mix analysis**
- Commercial: 8%
- Medicare: 19%
- Medicaid: 70%
- Private/Other: 3%

**Submit/Remit analysis**
- RA claims: 3,585,787

**Patient OOP analysis**
- Patient avg OOP – SW region: $198 \(\text{BRAND M}\), $102 \(\text{BRAND B}\), $95 \(\text{BRAND Z}\)

**HCP and patient reimbursement analysis**
- Rheumatologist HCPs: 5,128
- RA patients: 5,128
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**HCP profiling and targeting**
- Medical claims provide insights to effectively target rheumatologists treating RA

**Claims**
- 220m US patients annually
- EHR 124m US patients (108m overlap)

**Healthbase**
- 300 million+ longitudinal US patients
  - 2011 – current

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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**

**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**

- >6,800 Hospitals
- >5,600 Health systems
- >1,500 ACOs
- >6.5M 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

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300M+ patients since 2011
220M+ patients annual capture
27B+ medical claims since 2011
Insights from medical claims inform strategy across the launch lifecycle

**PRE-LAUNCH STRATEGY**
- Therapeutic area focus
- Increase insights into the treatment landscape:
  - Patient and KOL profiling
  - Clinical patient and access journey (line of therapy)

**BRAND LAUNCH**
- Brand opportunity
- RWE to drive targeted communication strategies for patients and HCPs:
  - Patient and HCP profiling and segmentation
  - Multichannel planning

**POST LAUNCH**
- Brand performance
- Enhance access to the market:
  - Commercial targeting and pull through
  - Regional landscape and account profiling

- Brand extension in the market:
  - Line extension, new indication
  - Competitive intelligence

- **Demonstrate opportunities** for market entry with managed care and IDNs:
  - Illustrate the unmet need for patients
  - Outcomes and value proposition

- **Identify market opportunities** for brand entry:
  - Competitive brand tracking and performance
  - Payer mix and copay analysis

**PRE-LAUNCH STRATEGY**
- Therapeutic area focus
- Increase insights into the treatment landscape:
  - Patient and KOL profiling
  - Clinical patient and access journey (line of therapy)
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**.

**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

1. Understand patient characteristics
   - Patient history
   - Symptoms
   - Diagnosis
   - Medical history to 1st diagnosis
     - Demographics
     - Comorbidities
     - Symptoms
     - Tests
     - Treatments
     - HCP visits
   - Identify patients and analyze their medical history prior to diagnosis and treatment

2. Develop a predictive algorithm
   - Program set of rules to identify unique patterns of the disease

3. Target patients
   - Find and target patients in wider universe and estimate success rates for Product X
   - Patients identified by the algorithm
   - Mapping patient activity pre- and post-diagnosis

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

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46B+ claims...
124M patient EHRs
...from 300M+ US patients

PAYER
Drug utilization and reimbursement analysis identifies urgency and impact of cost-effective treatment

HCP
Treatment dynamics and patient/payer landscape insights drive effective commercial targeting

PATIENT
Demographics, treatments and outcomes enable refined segmentation
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!