



How to leverage real world data to inform launch strategy

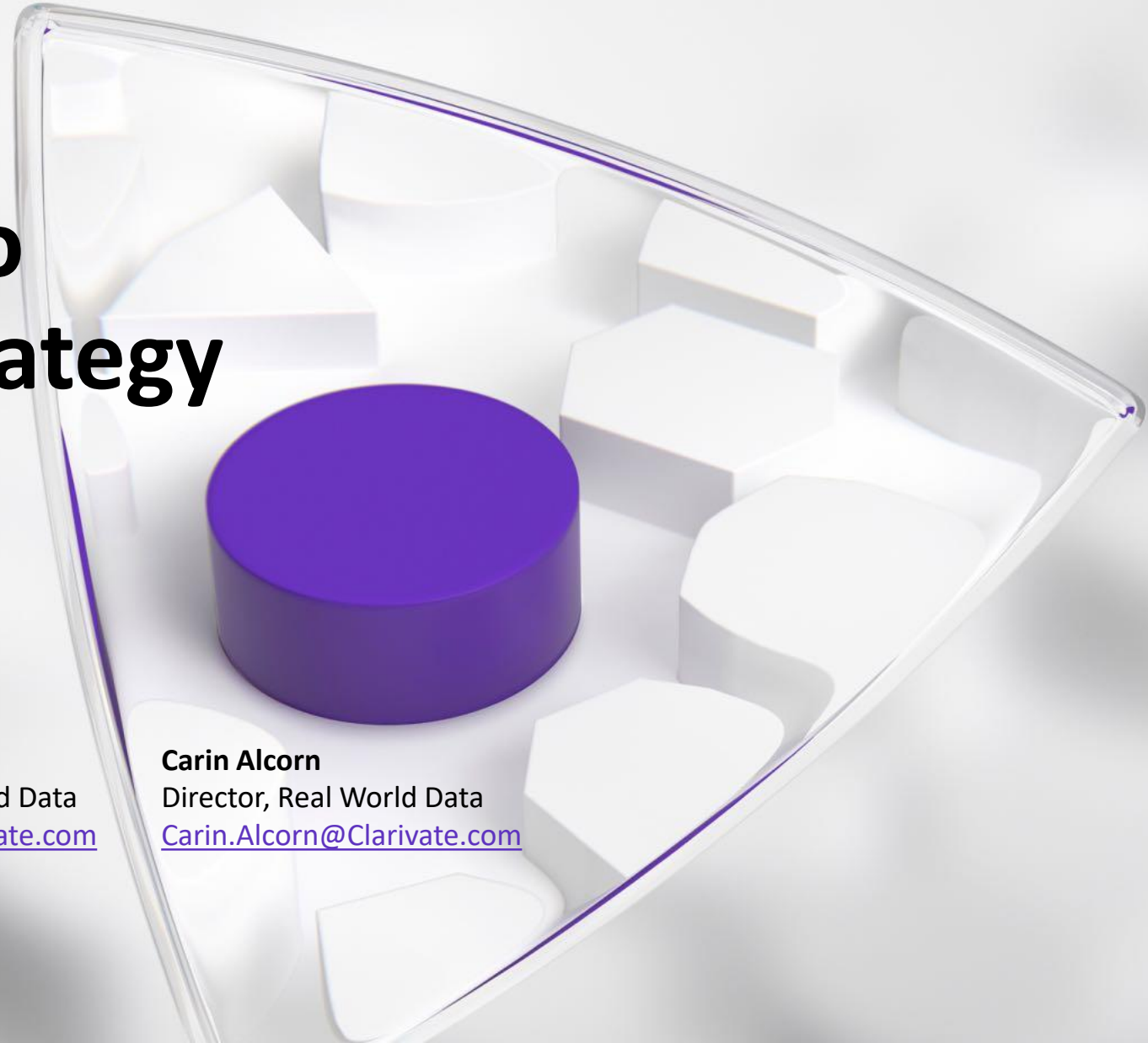
A Clarivate webinar

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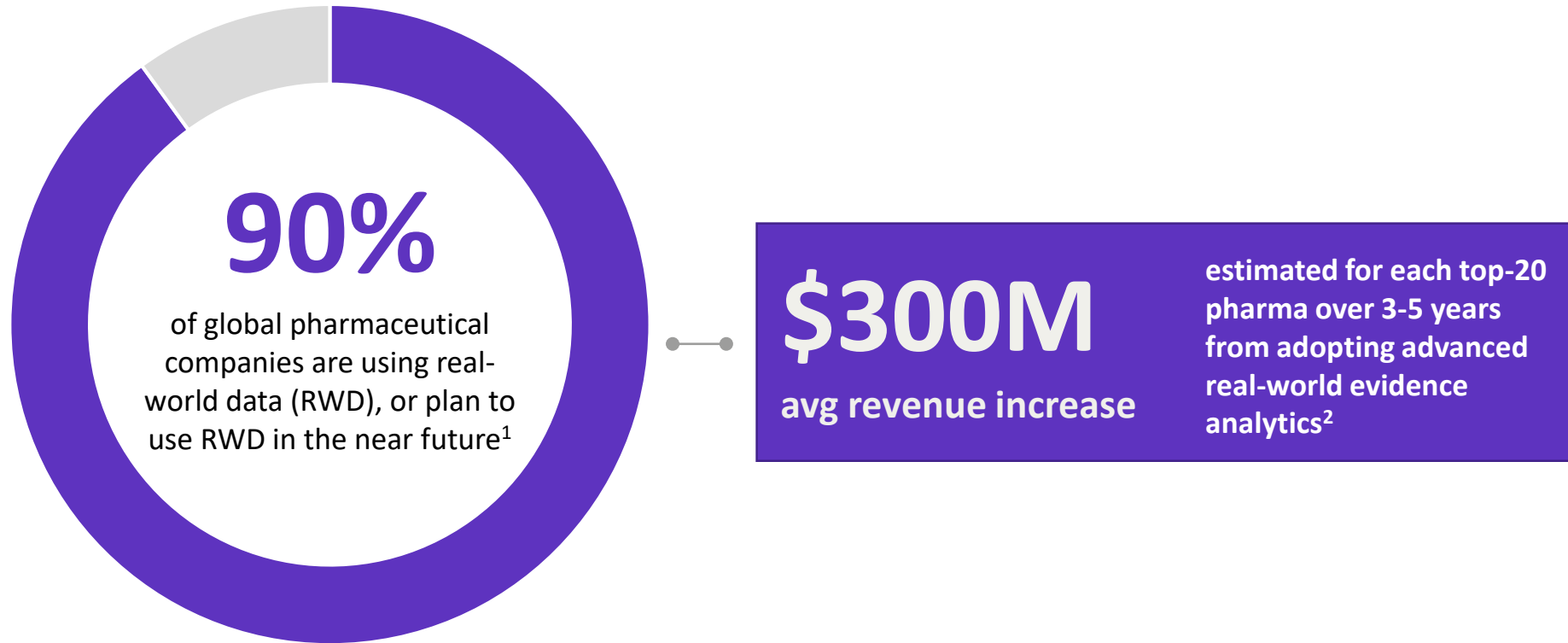
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Why is real-world data important?



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

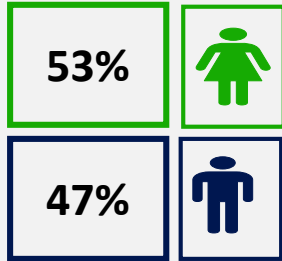
Payer and product performance insights guided formulary investment and contracting decisions:

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

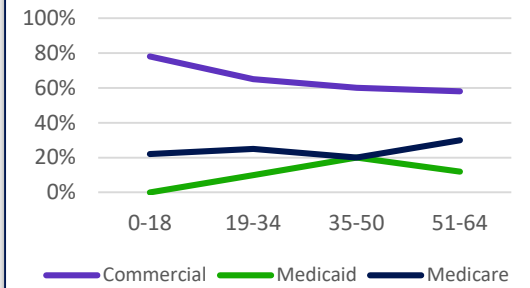
Case study: Outputs from clinical and access patient journey analysis

Patient Characteristics

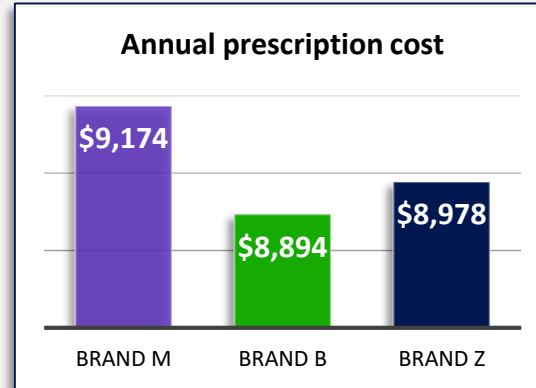
Gender



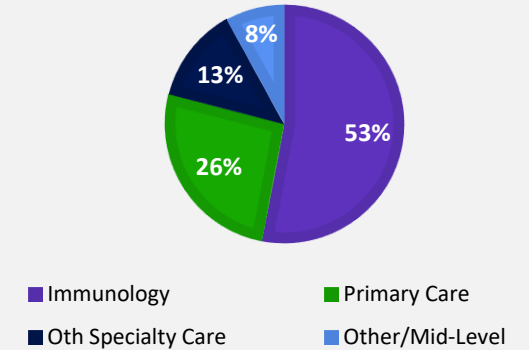
Age X insurance cost



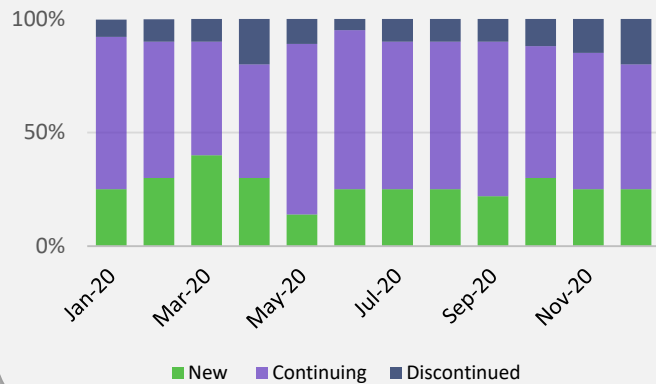
Annual prescription cost



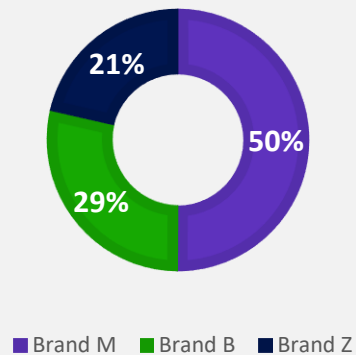
Prescribers



Length of therapy

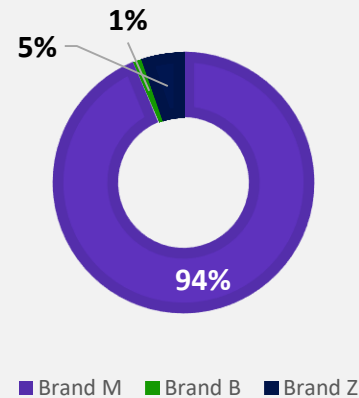


Rheumatoid arthritis

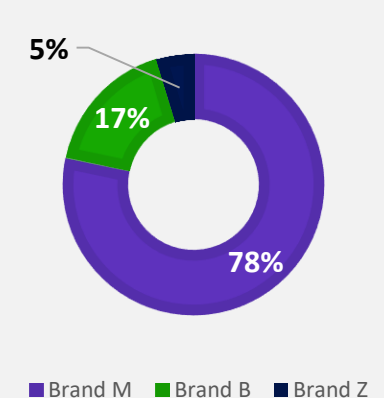


Therapeutic Indication

IBD



Psoriasis



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

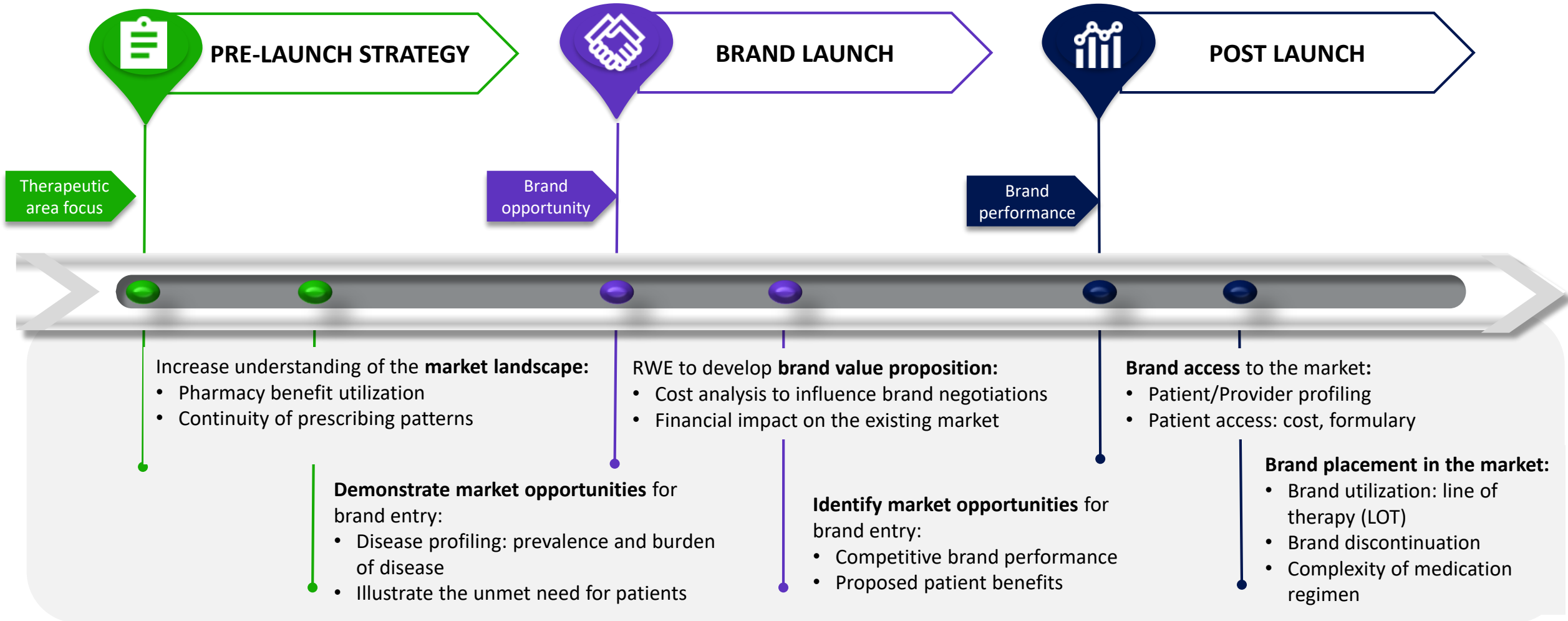


Median and average charged amounts for specialty drug capture of **\$4.5k/month** and **\$10k/month**, respectively



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

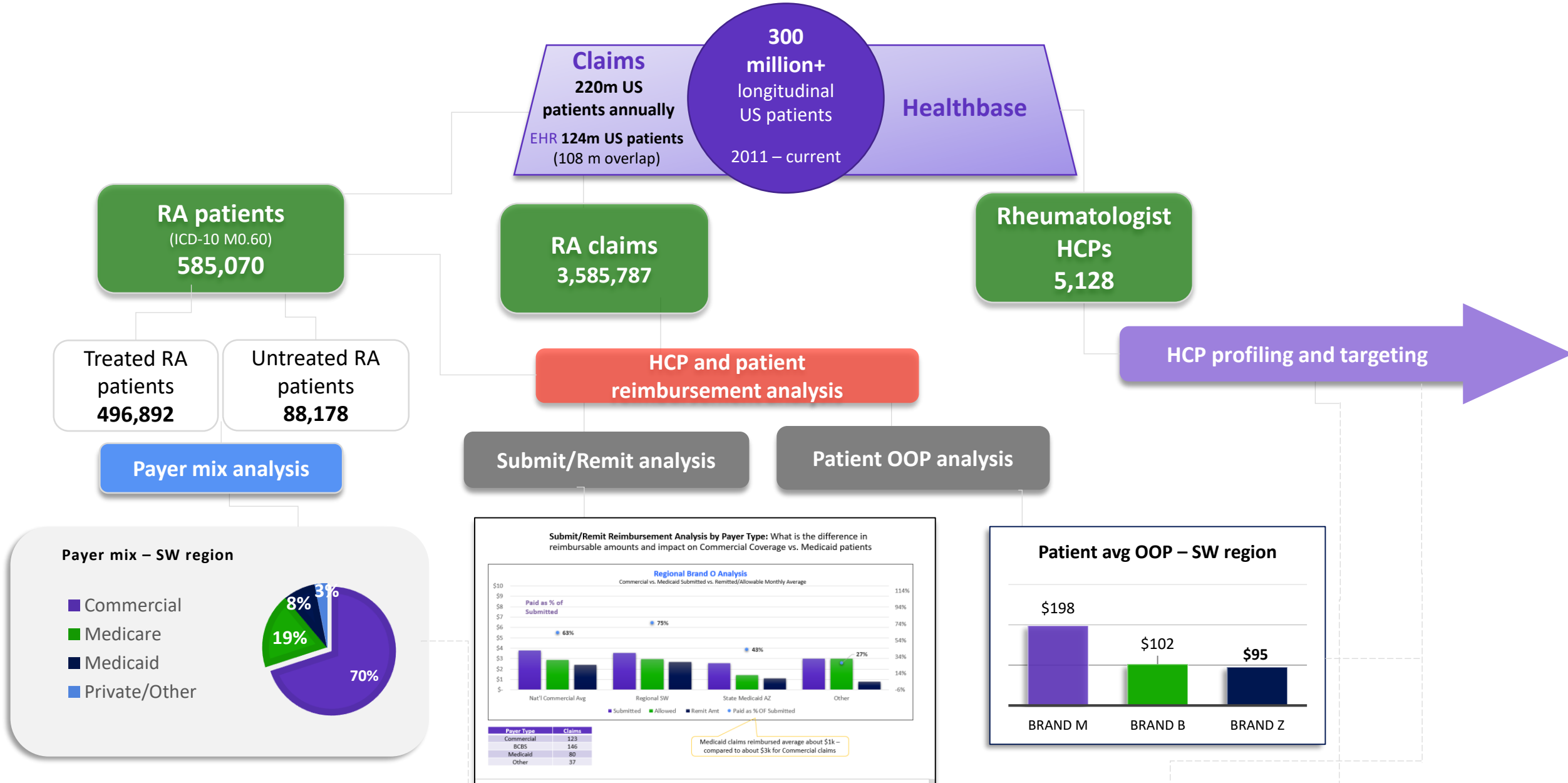
Clinical patient line of therapy analysis provides HCP insights to feed segmentation:

- ✓ 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

Arthritis & Rheumatology Clinic of Northern Colorado

General Information
Address: 2121 E HARMONY RD STE 361, Fort Collins, Colorado - 80528

Identifiers
NPI: 1073702411
ORG_PAC_ID: 840188213
HEALTHBASE_ID: PG-V5049XQ9Y9ZX6

Affiliations
5 Physicians

Top payers

Payer name	Channel	Share
State of Colorado	Medicaid	17.28%
Elevance Health	Commercial	11.99%
Cigna	Commercial	11.99%
UnitedHealth Group	Commercial	10.74%

Diagnosis Activity

Name	City	State	Specialization	Score
Kelli Patricia McKay	Granby	Colorado	Physician Assistant	99
Michael Samir Thakor	Fort Collins	Colorado	Internal Medicine-Rheumatology	99
	Jolins	Colorado	Physician Assistant	81
a	Colorado	Colorado	Physician Assistant-Medical	54
a	Colorado	Colorado	Internal Medicine-Rheumatology	54

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

Healthbase ID	Label	Name	City	State	Score
PG-V5049XQ9Y9ZX6	Physician Group	Arthritis & Rheumatology Clinic of Northern Colorado	Fort Collins	Colorado	99
PG-MQWV4KONYKR2	Physician Group	Denver Health and Hospital Authority	Denver	Colorado	54
H:PU804LYNOYYJ	Hospital	UCHealth Poudre Valley Hospital	Fort Collins	Colorado	54

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

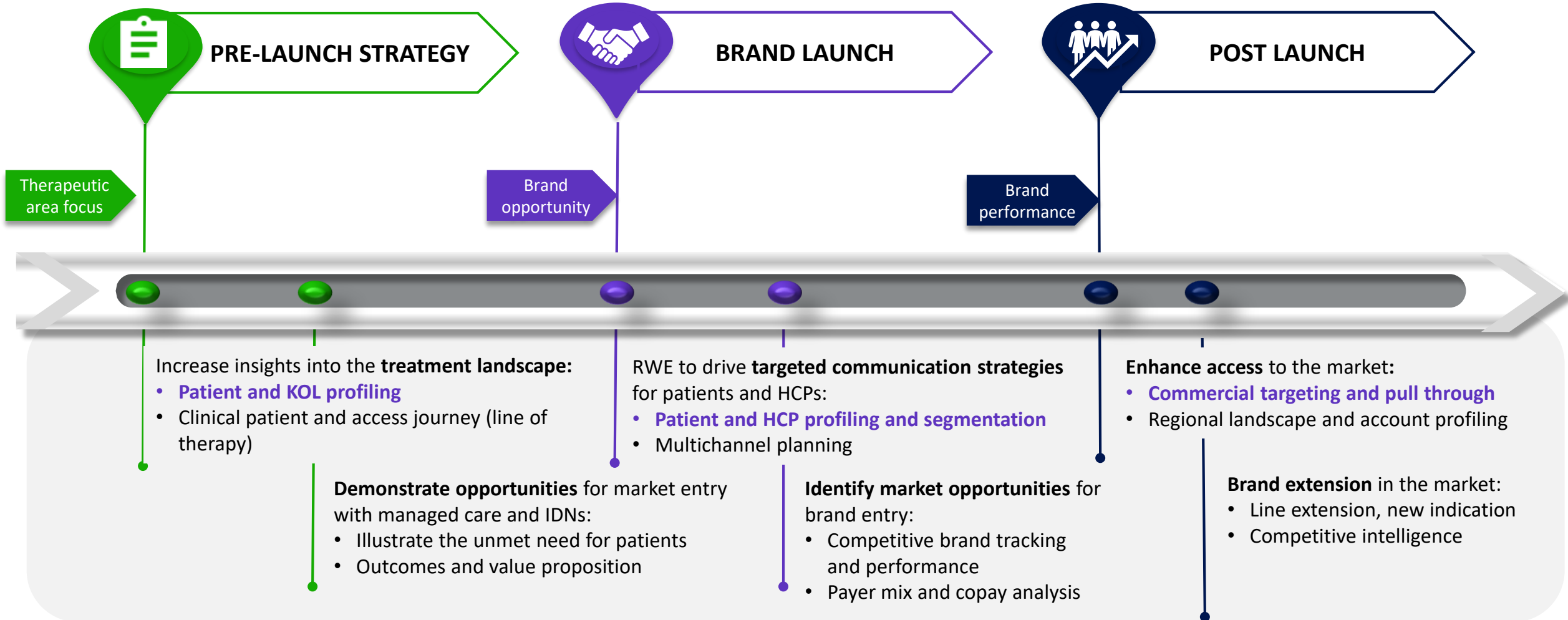
>6,800 Hospitals **>5,600** Health systems
>1,500 ACOs **>6.5M** Affiliations

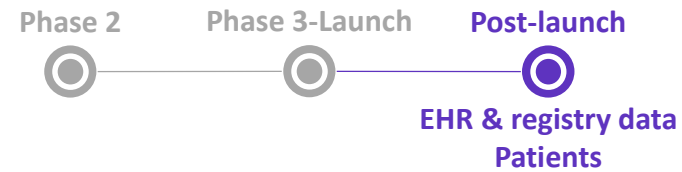


Payer data coverage

- > 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

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

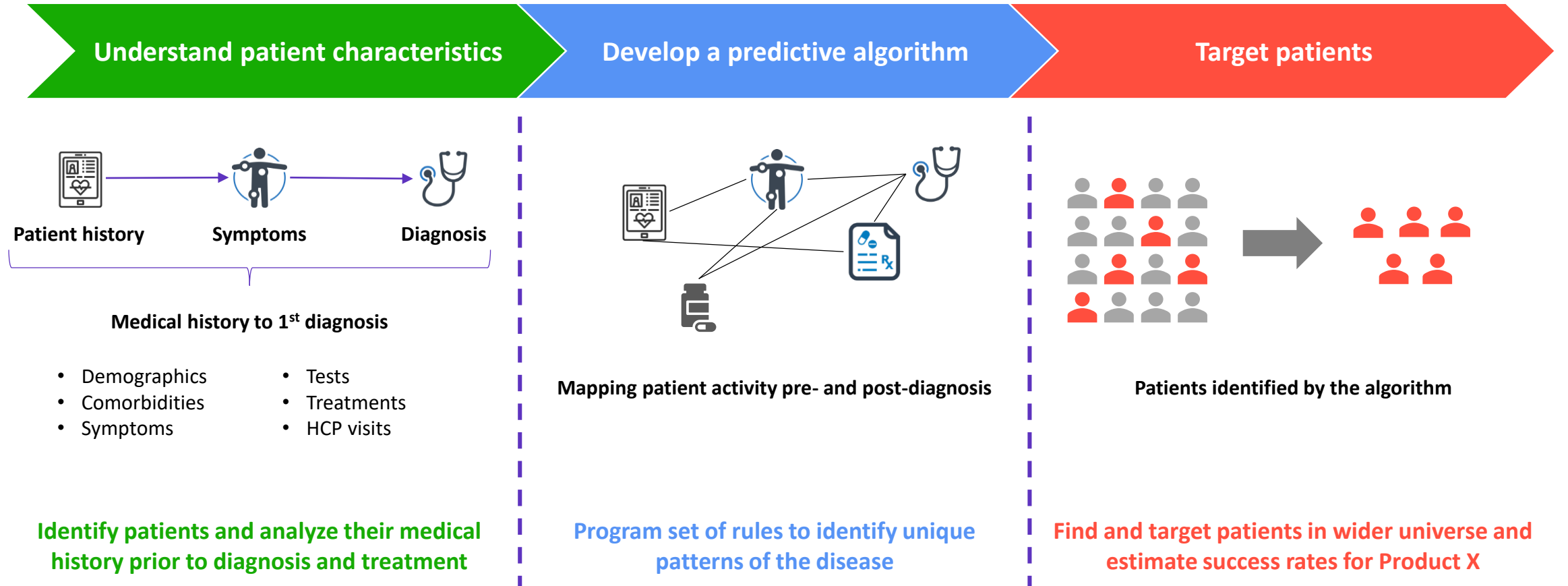
Segmentation identified correlation between patient characteristics and outcomes:

- ✓ 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

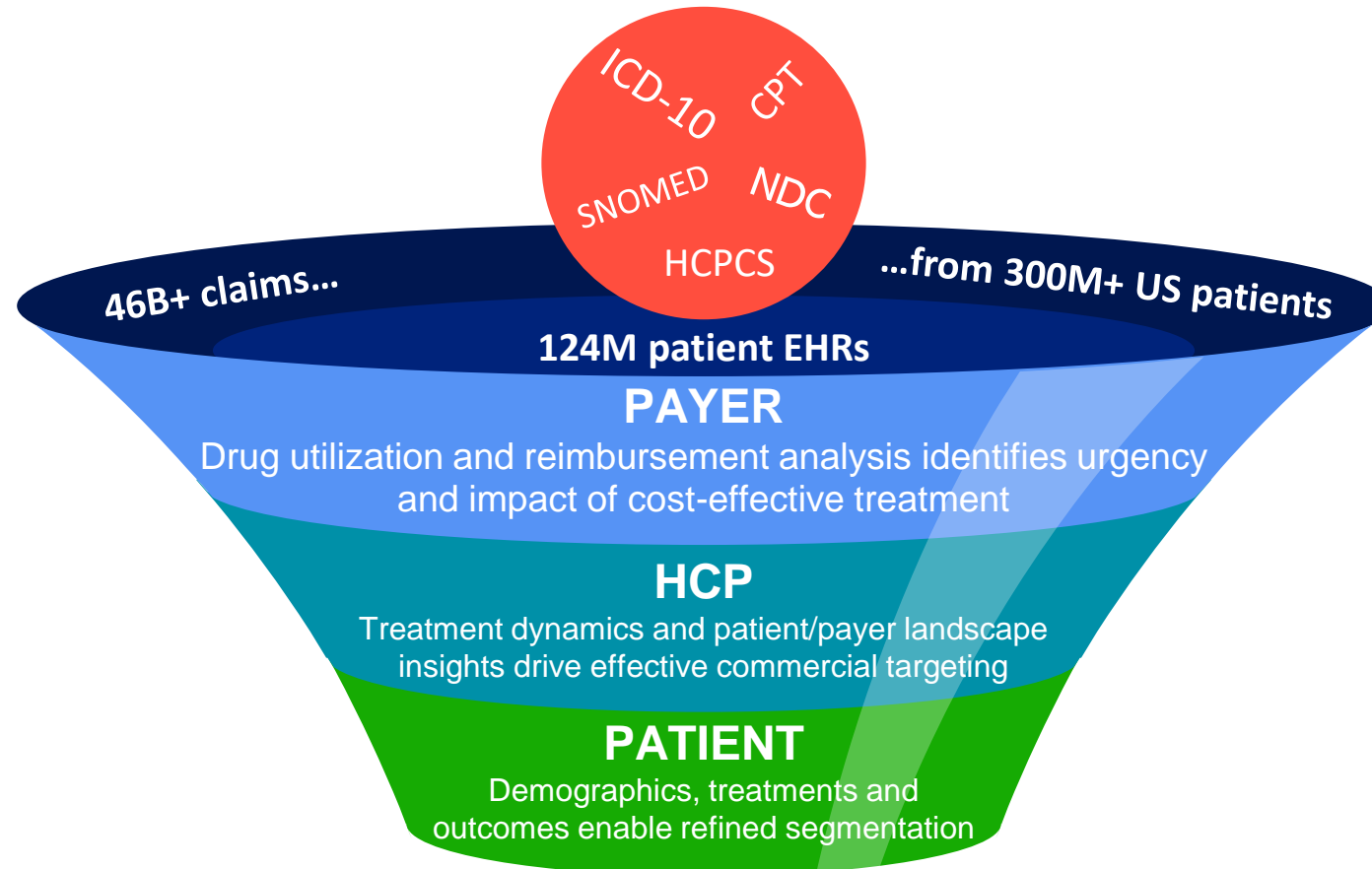


Data for personal health metrics, disease characteristics, lab measurements, and treatment history



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"> • Trials site selection • Investigator selection 	<ul style="list-style-type: none"> • Market sizing • Patient segmentation 	<ul style="list-style-type: none"> • Clinical patient journey • Access patient journey 	<ul style="list-style-type: none"> • Descriptive analysis • Multivariate analysis 	<ul style="list-style-type: none"> • KOL profiling • Commercial targeting



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!**

