

Case Study

Integrated patient journey

Leveraging real world data and analytics to understand patients' unmet needs

Challenge

A large pharma preparing to launch into a busy specialty drug market sought to better understand therapeutic dynamics and identify the factors that motivate patients to switch into a newer class of drugs from older treatments, along with those that prompt physicians to prescribe newer drugs.

Solution

Clarivate assembled a team with expertise in analytics and social listening, well-grounded in the commercial and clinical context underpinning the category. Leveraging Clarivate's repository of anonymized claims data, the team mapped out the treatment progression pathway for patients treated with this class of drugs in detail, flagging switches, then utilized this real-world switch map to query anonymized patient conversation data relating to medication changes within the condition.

These insights revealed:

- The factors driving switches
- How comorbidities impact patient quality of life
- Patients' emotional state
- Attitudes and behaviors

Result

The insights generated furnished the brand team with vital context around the factors driving adoption in the target drug class, surfacing patient unmet needs and opportunities for education while enabling the brand to build a robust patient profile for use in patient and physician targeting and engagement initiatives.

The resulting view of the patient journey:

- **Informed specific messaging** around clinical differentiators and patient education and support materials that speak to patient unmet needs.
- **Generated a patient lexicon**, allowing the brand team to employ more empathetic messaging, addressing patients using familiar language and terminology.

Combining quantitative and qualitative data streams for a multidimensional view of the patient

	Claims and EHR data reveals what's happening through the treatment journey	Social voice-of-patient data illuminates the motivations driving treatment decisions and actions	Revealing intervention points around:
Patient distribution/lines per patients	60% of patients treated with newer therapeutic classes received a single regimen throughout the study period, indicating a level of regimen loyalty once an effective treatment was identified	Patients switched from this drug class mainly due to lack of improvement or perceptions of diminishing efficacy, side effects (infections, increased liver stress), or comorbidities requiring multiple medications	Patient and physician engagement to head off switching at key points in treatment and informing messaging to get patients on newer, more effective treatments
Most common treatments and pathways	Drugs in this category alone comprised the first treatment regimen for more than 2 in 5 patients	Brands Y and Z were the most-mentioned therapies; Rising medication costs and copays were key patient concerns about these treatments	Informing pricing strategy and addressing cost concerns through financial support offerings
Switching	Out of a total population of 22,000 patients using treatments in this category, 32% switched out of it	Patients switching to Brand X experienced lessened symptoms and better management, but expressed concerns about slow drug action rate during initial weeks of treatment, along with anxiety about comorbidities	Patient and physician education materials helping establish expectations of treatment effects and mitigate concerns about comorbidities, inhibiting nonadherence and discontinuation
Treatment progression	Identified therapies most commonly used before those in the therapeutic class concerned	Patients switching to Brand X did so mainly due to drug failure or diminishing efficacy of their previous regimen, side effects such as skin infections and injection site reactions, and painful injections	Product messaging that speaks to key factors motivating switches out of older therapeutic categories

The Clarivate difference

Working in tandem with the brand team, our data scientists and social intelligence experts tapped Clarivate's vast real world data repositories and proprietary social listening methodologies to pinpoint switching using quantitative data and then tied it back to patient perceptions and motivations as expressed on social platforms.

Our Emotional Journey™ framework overlays patient conversational data with a 14-point emotional scale, giving us an emotional roadmap of the treatment journey and revealing key inflection points that could be missed by traditional research. Overlaying these findings with EHR and claims data, yields powerful insights into the elements of the patient experience driving treatment behaviors.

Contact our experts today:

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