

CASE STUDY



Overview:

CLIENT

Global biopharmaceutical company with significant footprint in rare diseases

PRODUCT

Clarify Growth

MODULE

Market maps; Provider segmentation

DATA PERIOD

2017-2019

Business Questions

Who are the patients most likely to adopt therapy?

Who are their physicians?

How do we maximize commercial efforts?

\$300M in product revenue potential

by finding 14,000 patients most likely to adopt therapy

~14,000 patients identified

with profiles indicating that they would most likely benefit from therapy

Optimize drug uptake at launch, and track market evolution using deep, longitudinal patient and physician insights

Understanding a rare hematological disease with Clarify's rich data, deep clinical informatics, and predictive analytics

A global biopharmaceutical company successfully developed a novel targeted therapy to manage a complex and debilitating genetic blood disorder with chronic complications.

As the company prepared to launch this high-value product with a new mechanism of action to reduce the frequency of pain crises in patients, they needed to identify the patient profiles most likely to be prescribed their drug and clinically benefit from it. They also wanted to track the evolution of the patient profiles as physician behaviors change with the launch of competing drugs. Finally, the company wanted to quantify the opportunity at a national-level and individual physician-level based on the composition of their patient panels.

SOLUTION

The company selected the Clarify Growth software to support their product growth, due to the breadth and depth of Clarify's dataset and actionability of the commercial analytics. To address the team's key questions, Clarify delivered the following three areas of output:

1. Precise identification, characterization and mapping of patient profiles most likely to adopt therapy; these patient profiles are dynamically-refreshed to track changes as prescribing behaviors evolve.
2. Nation-wide quantification of patients who match the identified profiles most likely to benefit from this therapy.
3. Opportunity scoring at physician-level based on patient panels (i.e., number of patients matching the profiles identified) and therapy usage and switch behavior to support on-going commercial efforts.

RESULTS

Clarify Growth identified 15 patient disease history attributes, provider attributes and treatment history patterns that were highly correlated with therapy usage, to create a composite patient profile. This translated to ~14,000 patients who are currently not on therapy but match the patient profiles that could benefit the most from the drug ("look-alike" patients). Additionally, the software identified ~120 physicians who had a sizeable cohort of look-alike patients and quantified an Opportunity Score for each physician.

Commercially, this analysis translated to **~\$300M increased revenue potential** and was instrumental in shaping a targeted sales strategy for the biopharmaceutical company.

