Clarify Growth

CASE STUDY

Overview:

CLIENT
QED Therapeutics, an affiliate of BridgeBio Pharma, is a biotechnology company focused on precision medicine for Fibroblast Growth Factor Receptor (FGFR)-driven diseases

SOLUTION
Clarify Growth

MODULE
Provider characteristics and patient mapping

DATA PERIOD
2016-2018

QED Therapeutics accelerates launch of rare cancer drug with analytics-driven insights into its niche market

CHALLENGE

In 2019, QED Therapeutics, a biotechnology company focused on precision medicine, received FDA fast-track designation for its drug, infigratinib, a first-in-class treatment for a rare bile duct cancer called cholangiocarcinoma (CCA). With market approval fast approaching, the commercial team was up against the clock to expeditiously develop an evidence-based commercial strategy. Most importantly, time was of the essence for CCA patients whose five-year survival rate is less than ten percent.

With a niche patient population and narrow eligibility criteria, the infigratinib launch team needed to precisely identify and characterize the right patients for the drug. The team wanted to test several existing hypotheses as well as uncover novel insights into genetic testing utilization and physician prescribing behaviors following a CCA diagnosis.

SOLUTION

The infigratinib launch team selected Clarify Growth, an analytics service that provides market intelligence about patients and physicians to life sciences companies, drawing upon one of the largest, longitudinal, patient-level datasets in the industry. Its dataset includes an aggregate of claims, prescription, genomic, diagnostic, and social and behavioral data.

The launch team's goals were to perform custom analyses on CCA patient-level data to uncover novel insights about CCA patients' providers, healthcare utilization, treatment patterns, and access to healthcare. The Clarify Growth team delivered custom findings within two and a half months from the start of the engagement, ensuring commercial readiness, and allowing the infigratinib launch team to move quickly to its next phase of in-depth primary research with physicians.

RESULTS

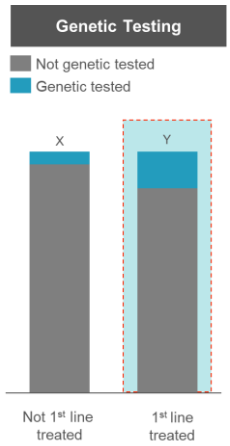
The analytics showed that from 2016-2018, there were approximately 26,000 total CCA patients in the US.[1] To be eligible for infigratinib, patients must fail the first-line chemotherapy treatment and have had genetic testing to confirm the presence of an FGFR2 mutation. Clarify Growth provided a breakdown of the total number of CCA patients who had received first-line treatment (the primary addressable patient population for infigratinib) and those who had not. This insight highlighted that there were barriers to getting first-line treatment to CCA patients.

"Y" CCA patients had first-line treatment (during 2016-2018 analysis period)

1. CCA patients were defined as patients with ≥ 2 claims with a CCA diagnostic code, with claims more than 60 days apart.

Further analyses were conducted into the percent of CCA patients who had a genetic test for the FGFR2 mutation within one year of their CCA diagnosis. They found that among the "Y" first-line treated patients, a low percentage had received testing. The team had expected a much higher rate of genetic testing than what the analytics showed. This insight allowed them to act by focusing their marketing effort on educating patients and physicians on the topic.

A significant percentage of CCA patients who had first-line treatment were not genetic tested

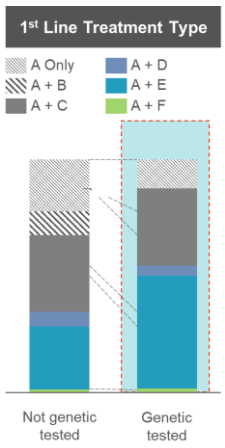


"After learning how low utilization of genetic testing is among CCA patients, we decided to refocus our launch efforts and boost testing education."

Carl Dambkowski, Chief Strategy Officer, QED Therapeutics

In order to further characterize treatment pathways, the launch team looked at the percentage of CCA patients who had received each type of first-line treatment. Interestingly, results showed that patients who had genetic testing were almost two times as likely to receive first-line therapy "A+E", providing evidence that genetic test results impact physician prescribing behaviors.

Patients who had genetic testing were almost 2x as likely to receive first-line therapy A + E



"Precisely pinpointing first-line treatment history for CCA patients was critical for our go-to-market plan. It provided us with evidence on physician prescribing behaviors."

Carl Dambkowski, Chief Strategy Officer, QED Therapeutics

NEXT STEPS

The infigratinib launch team applied these findings to their commercialization strategy. They shifted their focus to better understand the barriers to getting first-line treatment and genetic testing for CCA patients. They planned to conduct market research among physicians to learn about their approach and philosophy to be able to provide better education to patients and physicians on the importance of testing and treatment.

About QED Therapeutics

QED Therapeutics, an affiliate of BridgeBio Pharma, is a biotechnology company focused on precision medicine for FGFR-driven diseases. Our lead investigational candidate is infigratinib (BGJ398), an orally administered, FGFR1-3 selective tyrosine kinase inhibitor that has shown activity that we believe to be meaningful in clinical measures, such as overall response rate, in patients with chemotherapy-refractory cholangiocarcinoma with FGFR2 fusions and advanced urothelial carcinoma with FGFR3 genomic alterations.

About Clarify Health

Clarify Health empowers customers to deliver better care and therapies through more actionable insights from all the world's patient-level data.

With an integrated enterprise analytics platform, Clarify helps customers select the best providers, map and predict how individuals' journeys through their health care, and understand the use and impact of therapy on patients.