

CASE STUDY

Global pharma company uses SBDoH data for hematology therapy launch

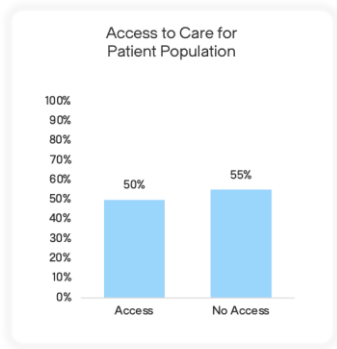
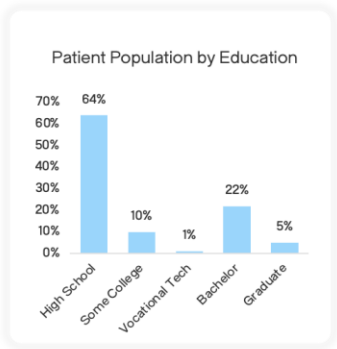
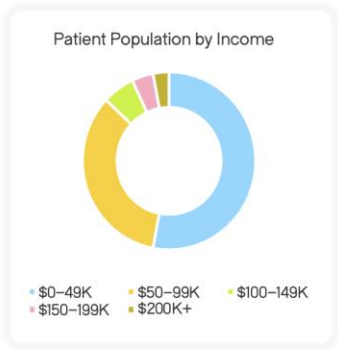
CHALLENGE

A global pharma company worked with several external vendors to prepare for the market launch of their new hematology drug. Despite having a thorough launch-planning process, the team was not confident in their understanding of non-clinical patient characteristics that impact access to therapy.

SOLUTION

The company selected Clarify Insights Service to develop detailed analyses and dashboards assessing social factors such as income, education, and access to centers of excellence.

OVERALL CHARACTERIZATION OF POPULATION IN THE DATASET FOR THIS ANALYSIS	
Insurance	~50% Medicaid ~30% Medicare FFS ~20% Commercial (including MA)
Care providers	60%+ were treated by a hematologist / oncologist in the last year 20%+ were treated by a PCP (if not treated by a hematologist / oncologist)
Access to care	50% of patients had access to a CoE
Pain crisis events	55% had at least one acute episode leading to an ER admission
Treatment patterns	Over 2x more likely for severe patients to be prescribed antibiotics vs. broader patient population



NEXT STEPS

The company has defined two additional phases of analysis using Clarify's insights capabilities. First, they would like to gain a better understanding of the patient profile on a competitors' drug by gaining more granular, descriptive analytical insights into the patients. Second, they will explore and create the ideal patient profile for their therapy and surface the number of patients matching that profile.

About Clarify Health

Clarify unlocks the hidden value in healthcare data. Trusted by providers, payers, tech and services, and life sciences companies, Clarify uses the power of data and AI-powered predictive analytics to make complex decisions easier. The Clarify Atlas Platform® is the foundation, leveraging the industry's largest and most robust dataset to map more than 300 million lives and 20 billion data points to surface actionable insights with unparalleled speed and precision.