

## ■ CASE STUDY

# Large biopharmaceutical company uses custom analytics to demonstrate product value and real-world impact

## Overview

The partnership between the pharmaceutical company and Clarify Health began in February 2022, driven by the need for actionable insights from Medicare Fee-for-Service (FFS) data to support regulatory pricing reviews. The Health Economics & Outcomes Research (HEOR) Value Demonstration team utilized Clarify's *Premier Support*, allotting 40 hours of dedicated analyst expertise from the Clarify Insights Services (CIS) team through its direct resourcing model. This collaboration provided the company with 20 tailored analyses that addressed regulatory guidelines, securing patient access to essential therapies while avoiding approximately \$150,000 in costs had similar work been outsourced to a consulting firm. The project's success has prompted the company to initiate additional collaborations with Clarify, including a major Type-2 Diabetes study involving concordant guideline-based pharmaceutical treatments among 4 million patients and another focused on health care resource utilization of 40 million patients living with cardio-renal conditions.

"Clarify's knowledge and expertise of the Medicare Fee-for-Service data, and their ability to interpret findings within a CMS world, has been instrumental in providing timely analysis and result interpretations, given tight internal deadlines."

- Executive Director, HEOR

## Highlights

### Leveraging the Medicare VRDC



With extensive experience in the Medicare FFS space, the CIS team used their deep clinical informatics expertise to extrapolate critically relevant insights from the Virtual Research Data Center.

### 20 Modified Analyses



By leveraging these analyses, the HEOR team met its internal deadlines and was able to provide crucial data for regulatory submissions and discussions, as well as generate future research questions.

### Dedicated Clarify Analyst Hours



The pharma company augmented its staff with 40+ hours of hands-on work from Clarify analysts, saving the company ~\$150,000 had they pursued a contract through a consultancy.

CHALLENGE

### Communicating therapy value and real-world utilization

The HEOR team needs to generate scientific evidence to support product value propositions, optimize reimbursement, and enhance utilization. To achieve this, they rely on solutions that deliver timely, actionable insights into Medicare Fee-for-Service (FFS) patients who are receiving or eligible for target therapies. This approach provides critical data to navigate the evolving regulatory landscape, safeguard market position, and ensure continued patient access to essential medications.

SOLUTION

### Highly customized analytics from a dedicated analyst

Clarify insights leverage Medicare’s Virtual Research Data Center (VRDC), a complete Medicare Fee-for-Service (FFS) data set to develop and evaluate defined patient cohorts. Utilizing analyst hours from their *Premier Support* services add-on, the client’s HEOR team received hands-on work from a dedicated Clarify analyst who provided tailored data responses, iterative analyses, presentation and manuscript support. Clarify’s Insights team, experts in Medicare FFS data and clinical informatics, supplies valuable intelligence into the demographic and clinical aspects of eligible patient populations, empowering the HEOR team to effectively communicate their therapies real-world impact and value.

RESULTS

### Powering insights to meet deadlines and secure access to therapy

By partnering with Clarify and utilizing dedicated *Premier Support* analyst time, the HEOR team has successfully met internal deadlines and provided critically relevant real-world data from over 20 modified analyses to support regulatory submissions and discussions and inform ongoing strategy. These analyses detailed inputs such as demographics, Medicare enrollment, social behavioral determinants of health (SBDoh), clinical comorbidities and risk factors, and pharmaceutical drug use of Medicare FFS beneficiaries. Altogether, this data enrichment continues to allow the company to accurately measure the total serviceable market that would qualify for the company’s drug therapies, and ultimately solidify its availability in the market. The project's success has led to further collaborations, including studies in Type-2 Diabetes and cardio-renal therapeutic areas, providing ongoing analytical support to advance the company's strategic goals and emphasizing the value of their therapies.

EXHIBIT A: Sample data outputs

	All T2D Patients	T2D Only	T2D + CKD	T2D + eASCVD	T2D + CVD risk factors	T2D + HF
Metformin	51	59	35	46	51	35
SGLT2i	17	14	21	19	18	23
GLP-1 RA	17	18	17	16	17	16
DPP-4i	9	9	11	9	9	9
Sulfonylurea	20	18	21	19	20	17
TZD	5	5	5	4	5	3
Insulin	19	14	27	22	19	26

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## About Clarify Health

Clarify Health is an enterprise data and analytics platform company that enables providers, payers, and other healthcare organizations to improve access, affordability, and outcomes. Clarify translates one of the largest healthcare datasets into actionable insights to incentivize and engage providers, optimize their performance, and contain cost. Clarify’s solutions are built on the Clarify Atlas Platform® which maps 300M+ patient journeys to deliver 20B+ AI-powered predictions and surface insights with speed and precision.