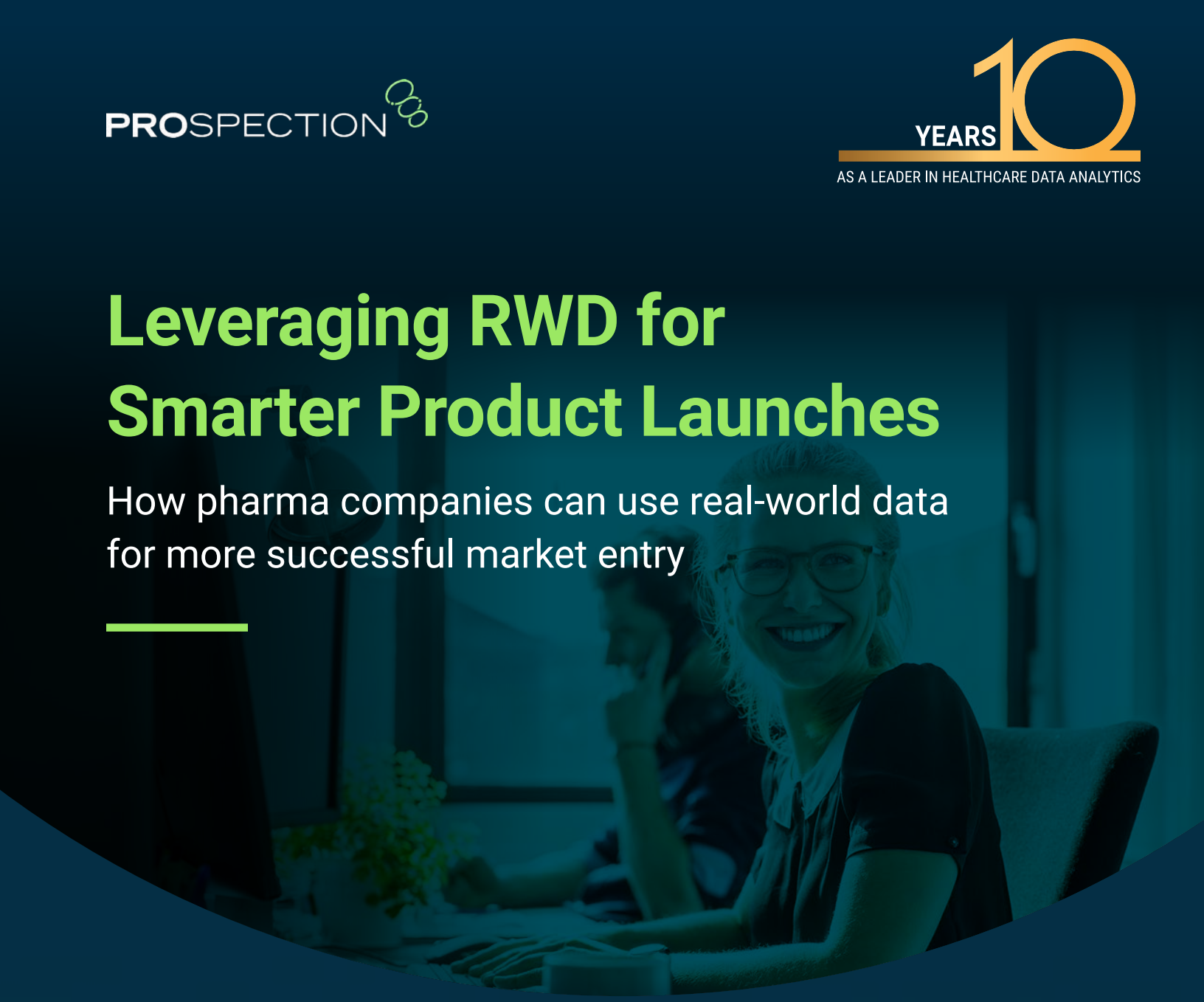
PROSPECTION

YEARS 10
AS A LEADER IN HEALTHCARE DATA ANALYTICS

Leveraging RWD for Smarter Product Launches

How pharma companies can use real-world data for more successful market entry



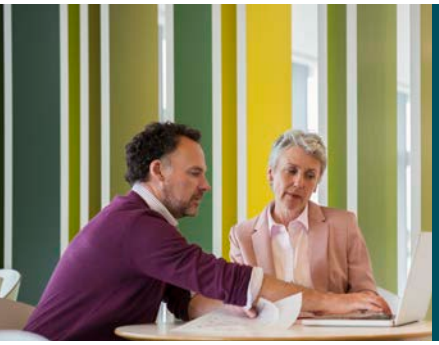
Prospection Pty Ltd.
www.prospection.com

A life science company with a drug in development for cancer was gearing up for launch and seeking to determine the medication's place in the market. It had planned meticulously, crafting a pre-launch strategy, producing a launch plan, creating financial and demand forecast model assumptions, and generating a detailed payer model for reimbursement strategies.

However, the company did not fully leverage real-world data and real-world evidence for its launch and marketing strategies, resulting in missed market opportunities and some patients waiting longer to receive the best treatment for their personal circumstances.

RWD and RWE have been identified as key components to developing and launching therapies, as well as measuring health care value and quality.[1,2] Most life science companies are aware of the value RWD and RWE can add to product development, but their use is often limited by barriers, including a lack of knowledge, the absence of systems to use the data and hesitancy to trust the data.[3]

Given the competitive nature of today's market, this company would have benefited from making proactive plans to analyze treatment decisions and patient outcomes in the real-world setting pre and post launch. The company could then have created a real-time quantified treatment algorithm to support its commercial forecast and market access models.



Evidence generated from data collected on the real-world treatment of large numbers of patients can help to inform health care providers' treatment decisions so they are tailored to the particular circumstances of each individual patient going forward.

Market research and dispensing data are no longer sufficient

In the past, market research and dispensing data were more than adequate to understand the market for a new therapy. But today's pharmaceutical commercialization landscape requires more sophisticated solutions to commercial planning.

Treatments have evolved from small molecule to biologic to cell and gene therapies, becoming ever more complex and expensive along the way. More treatments have multiple indications, and the decision-making process is complicated. Gone are the days when organizations needed to promote their treatments solely to prescribers.

"Now, novel treatments with the potential to treat more than one condition often require initiation in a specialist setting and need to effectively engage multiple influencers in the face of stiff competition and increased cost," says Alexander Ide, head of Europe for health care data analytics company Prospection.

The challenge of identifying an opportunity

The most critical challenge life science companies face when investigating previously unexplored areas is quickly and confidently qualifying and quantifying the potential opportunity for the product being developed.

Academic research suggests only 60% of health care is in line with evidence-based guidelines, with the remaining 40% being classed as wasteful, low value or in some cases harmful.[4]

Through the analysis of the longitudinal history of hundreds of millions of patients, Prospection can help the health care industry assess the use, value and outcomes of treatments to find that 40% and identify how treatment can be optimized. For instance, a certain treatment may be the best choice for younger, fitter patients to increase the chances of remission, while an older or sicker patient may be harmed by an aggressive treatment and should take a different path to optimize outcomes.

To put this in context for patients, let's say there are **26,500 patients with a particular cancer**, and **40%, or 12,400, of those patients are on a regimen that is not ideal for them** given what they have already tried. These patients could end up spending months taking treatments that aren't as effective as they could be while their cancer potentially progresses.

60% VALUE | **40% WASTE/POSSIBLE HARM**

RWD, including medical claims, pharmacy data, lab data and electronic health records, can help companies identify undiagnosed and misdiagnosed patient segments, as well as undertreated and sub-optimally treated patient segments, allowing more people to receive effective therapy.

Specifically, organizations need to:

- Understand the patient population for a condition — how are they are being diagnosed, treated, and managed currently, and what unmet needs are there?
- Understand how current treatments are being used in practice, and determine their effectiveness in the overall population and in sub-populations with respect to desired outcomes.
- Identify key endpoints and determine the right blend of clinical trial data and RWE to generate evidence around those endpoints.
- Find the right patients and generate insights and evidence that can support clinicians' prescribing decisions.
- Understand the health care setting and who the key decision-makers are. For example, specialist pulmonologists will be responsible for initiating new treatments for severe asthma patients. But assuming that specialist pulmonologists are the only HCPs who need to be engaged when promoting a new severe asthma medication would be a mistake because that is not where individuals with severe asthma spend most of their time in the clinical setting.
- Make sure a transition plan is in place that carries the strategic plan through to implementation.
- Factor current and future competitive behavior into planning.

Life science companies can try to get answers on their own, but it can be difficult to juggle these tasks along with other important objectives.

Choosing the right partner

Pharma companies that want to better understand the market for their treatments can benefit from working with a partner that offers access to a comprehensive suite of RWD assets across multiple countries via a common interface, Ide advises.

They need a partner with a proven track record of working with life science companies that can provide:

Access to data that is secure and does not require additional cleaning and curation prior to insight generation.

A sophisticated yet easy to use analytical platform that can facilitate cross-functional collaboration between analytically strong functions which commonly work with RWD, as well as functions with less RWD experience.

Visual maps of patient journeys through diagnosis and treatment.

Precise tools for patient cohort selection.

Advanced algorithms for rapid data analysis.

Ready-to-use, actionable insights and patient outcome predictions.

A comparison of the characteristics of patient groups that experience different outcomes.

Well documented, robust and validated methodologies ensuring consistency and reliability of results, allowing companies to leverage insights and evidence with confidence.

The ability to reach and persuade both prescribers and payers.

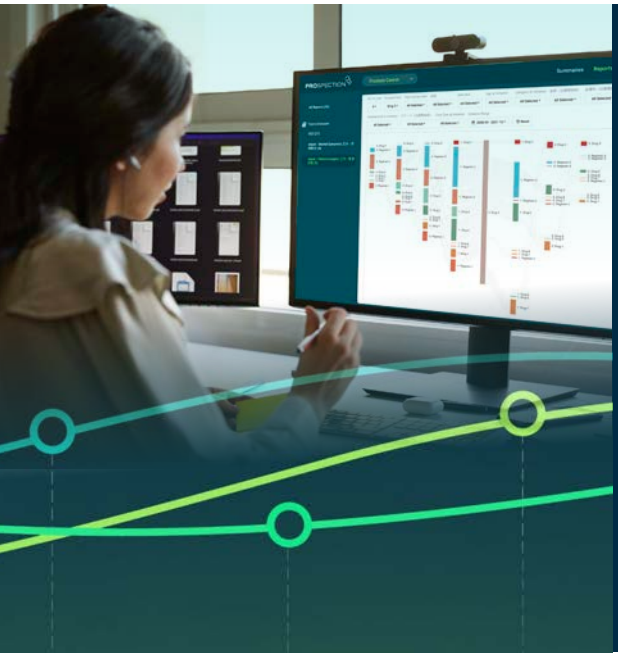
This allows the development of predictive models to identify patients who are particularly prone to certain disease outcomes, such as metastatic spread, and identify patient subgroups that would benefit from specific treatment approaches.

Success in action

By examining patient data, life science companies can understand their history and use technology to find treatment patterns among millions of records. This allows companies to predict more effective treatment pathways.

Prospection uses RWD to see what is actually happening, and to predict what is likely to happen in the real world. These real-world insights can be used to guide actions. By getting them into the hands of decision-makers early, life science companies can segment patients:

In whom disease outcomes such as metastatic spread could be mitigated.	**Who should be moved to a different treatment earlier.**	**Who should not be given a particular treatment because they are unlikely to respond.**



Prospection can help generate these kinds of insights in weeks, compared with months or years for more traditional providers. Delays during the critical early launch years can leave revenue on the table and, more importantly, result in worse health outcomes for patients. Life science companies that fully leverage RWD and RWE will see more successful product launches and commercialization while also helping patients get the right treatment earlier and achieve the best possible health outcomes.

References:

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