PATIENT AND DISEASE INSIGHTS BASED ON REAL WORLD DATA

Understanding patients’ journeys can inform every facet of your commercialization and launch strategy from natural history studies to support new drug applications to refining post-launch sales and marketing strategies. Traditional methods for patient journeys include Kol surveys, epidemiological literature and cohort studies. In the world of rare disease there can be a limited view outside of centers of excellence. Leveraging real world evidence to augment traditional methods illuminates unbiased patterns of care allowing for data driven insights into your target patient populations.

Vencore’s Unique Approach to Patient Journey Illuminates Disease Natural History

- Examines snapshot of treatment for diagnosed patients including specialist types, facility type, prescription information, diagnosis and procedures
- Provides insights into age, gender, and geographic locations of diagnosed or undiagnosed patients as compared to US Census
- Examines temporal sequencing of events for diagnosed or undiagnosed patients including specialist types, facility type, prescription information, diagnosis and procedures
- Projects national prevalence for a defined disease population using claims data and diagnosed patient definition augmented with medical literature where available
CASE STUDY

Optimizing Sales Force Planning To Improve Standard Of Care

A national pharmaceutical sales team was not meeting projections. The client wanted insights on why diagnosed patients were not receiving the standard of care for a rare gastrointestinal disease often requiring surgery and specialty care.

APPROACH

Vencore’s insights analysis began by working side by side with experts to identify parameters in search of defining characteristics of rare diseases. A model was built in search of patients meeting specific demographic profiles. Vencore customized a precision analytics platform and combined it with clinical knowledge to extract insights from a comprehensive data set of 10,000,000 unique patient lives and eight years of longitudinal history.

RESULTS

Analysis Provided Justification To Re-Size The Sales Force

- Discovered that over 40% of post operative care was being conducted by Primary Care Providers, not the Gastroenterologists or Surgeons as was previously thought

- The sales team used this data to re-target the pre- and post-operative journey of the patients and by the next quarter they had met their sales projections

- The client’s new Rx trend showed consecutive increases over prior quarters after implementation of Vencore analytic results into targeting model and re-sizing of sales organization