

Commercial Data Solutions – Solutions for All Phases of the Commercial Drug Lifecycle

Maximize brand success with data management and insights from Medidata Acorn AI's Commercial Data Solutions team. As you plan and execute your launch strategy, we serve as a trusted partner, delivering the technology and expert resources needed throughout the commercial drug lifecycle.

The process begins 12-18 months before launch, with sales force sizing, data architecture design, and development of tools for real world data (RWD) analysis. Next, 6-9 months before launch, we design data management systems for launch and post-launch commercial analytics. Addressing these challenges early lays the groundwork for meeting sales targets, optimizing patient outcomes—and brand success. If you're introducing new indications or a second product, strong analytics capabilities and a scalable architecture set the stage for a successful secondary or tertiary launch.

How We Do It: Our Data Centric-Approach Drives Success

Finding Patients

- Analyze closed claims to map the patient journey
- Stratify opportunity by patient and HCP data
- Add context from field intelligence and contracts
- Segment HCPs and build differentiated messaging to support non-personal promotion (NPP) tactics and omnichannel marketing strategies
- Optimize call plan and frequency using AI
- Conduct A/B testing to iterate and improve messaging

DATA SOURCES: Claims, Electronic Medical Records (EMRs), clinical trials, genomics and labs

Maximizing Adherence

- Use predictive modeling to mitigate adverse events with targeted messaging for field and HCP medical science liaisons
- Identify risk factors by physician sentiment for proactive outreach
- Engage patients and give manufacturers more data with patient app for smartphones or wearables

DATA SOURCES: Claims, EMRs, wearables, SP data, clinical trials

Initiating Therapy

- Establish prescription on hold triggers (field) and denial triggers (market access)
- Integrate active patient services to mitigate patient out-of-pocket costs
- Define SLAs for data quality and timing with service provider network
- Connect longitudinal patient data using tokenization

DATA SOURCES: Claims, daily specialty pharmacy (SP) status and dispense data, EMRs, patients services, and payer reference data (e.g. DRG, MMIT, Breakaway)

Maximizing Market Potential

- Facilitate market access conversations
- Use payer analytics to understand patient access
- Prepare for payer negotiations using real-world evidence (RWE), health economics and outcomes research (HEOR), and market access insights

DATA SOURCES: Payer/plan hierarchies, matched SP data, bridged Rx/units data

The Right Data at the Right Time to Ensure Commercial Success

Pre-Launch: Commercial Strategy and Launch Planning

- **Commercial planning:** Size sales force, analyze market potential
- **Commercial data roadmapping:** Purchase needed data, build data architecture
- **Real-world data:** Use advanced analytics for patient pool insights, understand patient journey, and treatment paradigm

Launch: Data Management and Brand Excellence

- **Data integration:** Connect sales data to CRM, payer, and marketing data
- **Data aggregation:** Compile similar data, usually from SPs
- **Master data management:** Create a “golden record” for customer verification, sales crediting, and compensation analytics
- **Systems integration:** Integrate travel and expense systems, CRM system, and third-party visualization tools (e.g., PowerBI, Qlik, Tableau)

Post-Launch: Commercial Execution

- **Incoming data management:** Use Acorn AI STRATA™ data management platform to access the highest quality data in the shortest possible time
- **Insights for field reps and executives:** Use Acorn AI LUMEN Insights™. Executives can drill down from the big picture to see the detail needed to make informed decisions. Field reps can plan faster, freeing up time to engage with customers. Market access insights guide pull-through strategies, enable collaboration with the sales force, and accelerate response to reimbursement issues.



The Acorn AI Advantage

As a pre-built, configurable solution, Acorn AI minimizes risk, supports a smooth transition to commercialization, and accelerates time to peak sales. Built on our proprietary Commercial Data Model and compatible with any data source, Acorn AI avoids the costs and delays of lengthy internal development cycles and constant rebuilds. Data quality and speed to insight are where Acorn AI shines. Our technology-first approach and sophisticated data ingestion engines eliminate tedious, error-prone manual data processing common in the industry. **Take advantage of our data expertise and advanced analytics capabilities to turn your data into a competitive advantage.**

Acorn AI, by Medidata, a Dassault Systèmes company, combines data, technology, and deep expertise to help life sciences companies deliver actionable insights. Discover more at www.medidata.com/en/acorn-ai and follow us @medidata. Contact us at info@medidata.com | +1 866 515 6044