

Oncology pharma company responds quickly to sudden change in distribution patterns after launch due to Acorn AI commercial data management solution

ABOUT THE CUSTOMER

Known for groundbreaking cancer therapies, this emerging pharma company was developing a new enzyme-blocking oncology therapy for a specific type of cancer with the potential to serve a large patient population. The therapy represented an opportunity to be quick to market and help more patients.

THE CHALLENGE

Because this was a completely new therapy for this specific type of cancer, it was critical for the company to have the capability for fast adjustments immediately following the launch, and during the weeks and months thereafter. However, its legacy information systems were not designed to support such a hyper-competitive, specialty oncology drug launch. The systems in place were not scalable, nor would they allow the company to assess, diagnose, and react fast enough to maximize patient enrollment in the new therapy. The company needed an analytics solution that could navigate these complexities.

THE SOLUTION

Medidata Acorn AI Commercial Data Solutions was selected to convert the company's data from a complex continuum of care into strategies that could help break down barriers to patient access. The capabilities to make this happen are built into a cutting-edge commercial data management solution that Acorn AI calls STRATA®. And to increase the company's field team efficiency, they leveraged Acorn AI's innovative reporting solution, LUMEN Insights™, which has the capability to create guided narratives for field teams to follow like: Where should I focus? Who should I talk to? What should I say?.

The analytics engagement included software and services integrated with the company's entire commercial data ecosystem, including distributors, pharmacies, customer relationship management (CRM), and master data management (MDM), and provided full systems readiness in time for the launch of the new therapy. On day 1 of the launch the company could see which patients were trying to enroll in their therapy, which were investigating benefits coverage, and which payers might be denying coverage.

12 days to **1**

REDUCTION IN TIME TO INSIGHT

SOLUTION HIGHLIGHTS

- Commercial Data Management
- Executive, Market Access, and Field Insights
- Prescriber Segmentation
- Specialty Pharma Data Aggregation
- Master Data Management

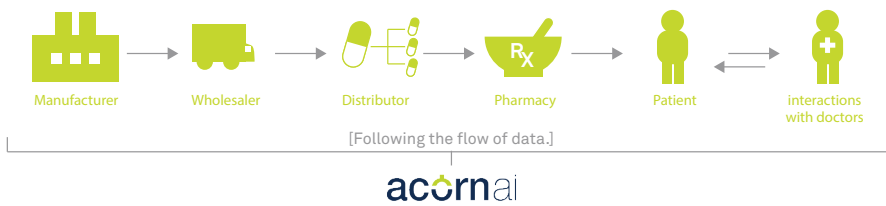
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“There were many people waiting for our new oncology therapy to be approved,” said the company’s senior director of market access. “From day one, Acorn AI provided the data integration services and analytics we needed to communicate the right information to prescribing physicians and help them get patients treated as quickly as possible.”

By aggregating claims and prescription data and providing MDM capabilities, Acorn AI helped the company keep patient data clean, complete, up-to-date, and truly representative of the patient population. As market dynamics change, it could use the Acorn Insights solution to take immediate action through guided analytics.

“We need to follow the treatment from manufacturer to wholesaler to distributor to pharmacy to patient, and then follow the patient and their interactions with doctors,” says the senior director of market access. “Our entire continuum is covered by Acorn AI solutions. It’s the first thing our field sales reps and leadership look at, every day, whether through LUMEN Insights or other reporting tools.”



THE RESULTS

The field, supported by patient and shipment alerting from day one, can better understand the product life cycle, each patient’s journey, and their physician relationships. Instead of waiting up to 12 days for actionable data, the company can provide executive leadership, office employees, and field sales reps with same-day insights, allowing them to pursue new opportunities within their respective areas and ensure constant, purposeful engagement with the provider base.

Three months after the launch, the company experienced a sudden and significant shift in distribution patterns for the therapy. Instead of the expected 50/50 split between pharmacy sales and hospital sales, distribution quickly evolved into an 85/15 split favoring the pharmacy route. With Acorn AI, the company was able to pivot quickly, avoiding any delay in serving the pharmacy market to its full potential.

Data Aggregation, Integration, and Master Data Management

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Instead of wrestling with spreadsheets and cumbersome applications, all employees now interact with the same datasets through an easy-to-use, cloud-based interface that provides a single source of truth. As a result, sales reps are saving 30 to 45 minutes per day that they can redirect from sales planning to making sales calls and helping prescribing physicians get their patients approved for therapies. Sales and marketing also use the data to hyper-target prescribers, key opinion leaders, and influencers in the oncology community to figure out what messaging works best to pique their interest in new therapies.

At the time of the product launch, the company was an innovative yet smaller player in the pharmaceutical industry, and Acorn AI Commercial Data Solutions enabled them to run lean and maximize efficiency. “We were launching into a competitive market against much larger organizations, so we had to do something innovative,” says the director. “Using Acorn AI to support the launch of our new maintenance therapy allowed us to compete with top ten pharma companies and introduce a market-leading solution.”

As the company releases new therapies, it will use Acorn AI solutions to reach more patients who have already been through the rigors of chemotherapy, surgery, or both, and help them lead more normal, potentially longer lives.

“Acorn AI has been alongside us the whole way, acting as an advisor at our sales meetings and vendor summits and running workshops with our employees to make sure they’re getting the most from the technology,” says the director. “They care about our success in helping patients with cancer, and it shows.”

ADDITIONAL

45 minutes per day



FOR SALES REPS TO MAKE CALLS AND TALK TO PHYSICIANS INSTEAD OF SEARCHING FOR DATA