Specialty pharmaceutical biotech surpasses launch expectations for two oncology brands with Medidata AI commercial data management platform

47%

BOOST
in peak year
sales estimates

ABOUT THE CUSTOMER

International pharmaceutical biotech with specialty products in dermatology, oncology, and cardiology.

THE CHALLENGE

When a specialty multinational pharmaceutical company launched two new oncology products without a way to aggregate specialty data, teams across the organization faced a data access challenge. The existing infrastructure was unable to handle the complexity of specialty pharmacy and distribution data, leading to a 12-day turnaround time to generate insights. This latency caused the data to be virtually worthless as the scripts were largely adjudicated during those 12 days, without any opportunity for intervention by field sales or market access. Sales teams needed data from sources including distributors, logistics partners, and specialty pharmacies to prepare for the launch of both products. But in the initial stages of its deployment, the company faced the prospect of building a data warehouse from scratch. The company's legacy analytics environment was not tightly integrated and, at the time, IT staff lacked the bandwidth to develop and deploy an extensive commercial data management solution. They instead chose to use the existing infrastructure in support of the new products.

"We have data spread across multiple channels including retail and pharmaceutical distributors," says the VP of business analytics. "Centralizing this data into a single integrated source would be crucial to the success of the product launches."

Medidata AI Commercial Data Solutions deployed their end-to-end commercial data management platform to allow the company to fully leverage enterprise-grade data processing and utilize analytics at the scale and cost it needs. This proven solution, combined with Medidata AI's commercial life-sciences expertise in delivering meaningful insight and analytics, helped support more effective decision making among the company's sales and marketing staff.

SOLUTION HIGHLIGHTS

- Reduces time-to-insight for company's data analytics platform from 12 days to 1 day, allowing the company to make informed decisions faster

- Boosts peak year sales estimates from 85% to 125%, improving company's presence in oncology space

- Reduces data error rates from 25 to <1 issue per week, boosting company trust in analytics to drive future analytics-powered insights and efficiency gains

THE SOLUTION

The company used STRATA®, Medidata AI's commercial data management platform, to connect over 30 separate data sources including specialty distributors, specialty pharmacies, and third-party logistics partners. This gives the company an additional layer of visibility and control over where prescriptions were in the adjudication process in order to intervene with healthcare professionals (HCPs) and payers, allowing its sales staff to prioritize partner needs and help ensure that its products successfully move from distributors to HCPs and patients.

LUMEN Insights™ offers a turnkey solution for data visualization across the enterprise and presents data to provide the company with targeted, user-specific insights on every distribution channel for each of its new products. These insights can be leveraged to support highly targeted decision making among field sales representatives, home-office operations, and marketing employees that help drive patient conversions and future revenue growth. Field sales representatives can access next-day information for script statuses, enabling them to take action to increase the likelihood of approvals. Cancer therapy medications have relatively stringent prior authorization criteria, so by following up with doctors when scripts are on hold due to missing information, sales representatives can reach out to HCPs and instruct them on best practices in completing referral forms. Likewise, on the payer side, having access to the same data, can help speed up approvals, enabling patients to receive their medication sooner. Medidata AI was able to easily deploy its solutions within the company's schedule and budget limits, reducing the need for costly IT investments. Additionally, during the initial launch planning process, the Medidata AI Commercial Data Solutions team utilized its experience developing analytics solutions in the oncology space to support the company's specific launch requirements throughout the entire implementation and product launch cycle.

"We needed to deploy a platform for sales insights that could provide valuable business intelligence for our team members," says the VP of business analytics. "Medidata AI delivers and breaks down high-density data, providing analytics to our sales and marketing staff at a consistently high level."

THE RESULTS

Since its implementation, the company has seen the impact of Medidata AI's partnership in several areas. According to the company, the time its analytics platform takes from data processing to insight generation has been reduced from 12 days to only 1 day. By leveraging STRATA and LUMEN, the company can integrate data across multiple channels and lean on the Commercial Data Solutions' dedicated team for specialized market experience support. The company soon began to rapidly produce sales insights, enabling it to quickly make

The Power of Quality Data and Speed to Insight

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Says VP of Business Analytics, Specialty Pharmaceutical Company

and benefit from more informed decisions while removing barriers to access and helping patients get on therapy faster.

As a result, the company also exceeded its initial peak year sales projections by 47 percent, boosting revenue, and visibility for its new products. Medidata AI's Commercial Data solutions team improved the reliability of the company's analytics environment. On its legacy architecture, the company saw an average of more than 25 errors on its data management platform per week. Following the move to Medidata AI, this figure dropped to fewer than one error per week. The increased accuracy of aggregated data has made teams more confident about their insights, supporting the company's continued focus on product growth and innovation.

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Finding Patients

Initiating Therapy

Maximizing Adherence