

# Medidata AI Supports Biopharma Company's First Commercial Launch for Rare Disease Infusion Therapy Treating Genetic Metabolic Condition

ONLY **2** Hours

from Data Receipt to Insights

Processing **400 Data Files** from **40 Data Vendors** Daily

## ABOUT THE CUSTOMER

This emerging biopharmaceutical company develops treatments for small populations of patients dealing with rare and ultra-rare diseases. Given the company's commitment to serving such targeted populations, the company makes significant investments to understand prescriber and patient trends.

## THE CHALLENGE

When planning on entering the market with a new infusion therapy to treat a rare, genetic metabolic disease, this company intended to build a first-in-class, international data management solution - pulling data from marketing, finance, patient services, supply chain, and even human resources - in order to have timely, accurate data that the whole organization could act on. Rare disease specialty therapies, like this one, often come with a complex treatment regimen that includes extra steps that patients and caregivers have to take in order to achieve the desired health outcomes. For example, this infusion therapy requires a healthcare professional's assistance to administer. This biopharmaceutical company needs to dedicate significant effort towards acquiring the right data to outline and understand the patient journey. These focused resources will help the company find the right patients for their product, get them on therapy faster, and produce the best results from effective medication adherence.

## THE SOLUTION

The company chose to build its data warehouse with Medidata AI, whose Commercial Data Solutions team has over 15 years of experience supporting the data and analytics needs of Life Science companies as they transition from clinical operations to commercial activities. The company needed a reliable, scalable warehouse, but as an emerging biopharmaceutical company, it didn't yet have the resources or expertise to build the infrastructure and ETL processes necessary to collect and process all of the data it needed for launch.

Medidata AI deployed STRATA®, its end-to-end commercial data management and analytics solution. STRATA integrates, enriches, and masters data from disparate

sources with speed and accuracy. Prescriber and patient data will help the manufacturer understand the patient journey and facilitate better health outcomes. For instance, knowing exactly how many patients are receiving treatments, when they will need their next dose, and who might be starting or ending treatment allows the company to better understand intervention points, refine its messaging, as well as plan manufacturing and manage inventory more effectively to avoid gaps in supply.

Medidata AI's proprietary commercial data model enables companies to get up and running faster than any other solution in the Life Sciences industry by turning the traditionally complex, bespoke data organization process into a simple mapping exercise. Built-in automation and a simple user interface provides visibility and operational control over data, making it easier for Commercial Operations teams to manage and understand its own information and produce actionable insights. In fact, it takes STRATA a mere 2-hours from data receipt to the delivery of insights—processing more than 400 data files from nearly 40 data providers daily.

The company's small IT group worked directly with Medidata AI's data analysts, who supported and drove the data strategy. During the first phase of deployment, Medidata AI automated processes to enable data ingestion and master data management of HCP, HCO, patient, and employee information.

Due to the complex nature of the therapy, Medidata AI's Commercial Data Solutions implementation team also set up the groundwork for insights for specialty pharmacy (SP) data aggregation. And while the biopharmaceutical company originally contracted with another provider to deliver the SP aggregation function, they experienced issues with quality, accuracy, and timeliness almost daily. The Director of Information Technology saw the quality and rigor that Medidata AI brought to its handling of other data feeds and asked them to take over the responsibility for SP aggregation post-launch.

“Medidata AI has been extremely valuable to our company, both through its powerful data management platform and the value that its knowledgeable team of experts has brought to us,” says the Director of Information Technology. “We tried working with other vendors, but Medidata AI has the stability and expertise that helps us do things the right way by getting the accurate results that we need the first time.”

## THE RESULTS

The biopharmaceutical company has had great success through its partnership with Medidata AI, exceeding expectations in multiple quarters. Medidata AI supported the company for two additional rare disease product launches over the next two years. The company was impressed with how easily scalable the platform can be when adding new products and sales teams and immediate cost savings were realized by not having to build a new data infrastructure from scratch.

The ongoing engagement with Medidata AI gives this emerging biopharmaceutical company the extra resources and support needed to integrate and harmonize all its data, enabling their ability to get their life-altering therapies to physicians and patients faster.

**3** rare disease product launches  
**SUPPORTED IN 3 YEARS**

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Director,  
Information Technology,  
Biopharmaceutical company