

Leading Oncology Company

Accelerates Drug Uptake by Driving Medication Adherence

THE CHALLENGE



An oncology company initially enjoyed label favorability with the broader patient population, followed by label inferiority as competitors expanded labels without risk of adverse events (AE).

Initial dosing guidelines had led to:

High AE incidence | A shorter duration of therapy | Slower launch uptake



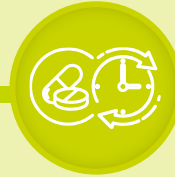
Medidata AI Commercial Data Solutions was providing the client's commercial data management solution, digesting 150+ data sources daily.



Data indicated **Decreasing dosing** size through titration resulted in a reduction in AEs.



The client wanted to identify **physicians that were not titrating** to be able to deliver targeted dose adjustment messages from sales and medical teams.



This would lead to **longer duration of therapy and accelerated adoption** – maximizing medication adherence.

THE APPROACH



Working with members of the client's commercial team, Medidata AI analyzed rich patient level data, including claims, pharmacy, and laboratory tests to **identify physicians that were prescribing a high initial dose.**



Medidata AI identified physicians with patients that would benefit from a more tailored dosing regimen due to a higher incidence of AEs



Medidata AI set up automated daily alerts & messaging to those physicians by overlaying advanced analytics algorithms into the commercial data management system (STRATA®)



High potential physicians were targeted with dose adjustment messages from sales and medical teams.

THE IMPACT

↑ 62%
SPECIALISTS

↑ 37%
GENERALISTS

Based on the automated triggers and dose adjustment messaging campaign, the proportion of physicians that titrated the initial dose **increased from 4% to 62% amongst specialists and 11% to 37% amongst generalists** over the course of a year.



This was a key driver in accelerating adoption and continued presence in the competitive landscape, as well as increasing field force targeting efficiency.

