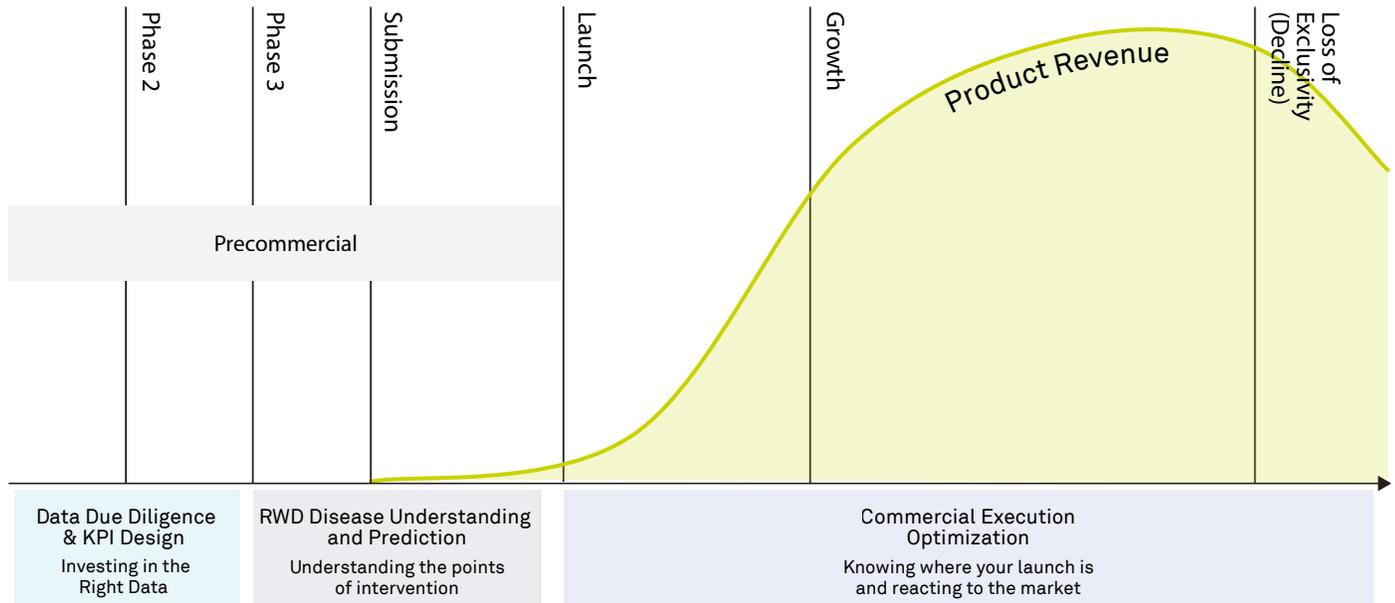# Commercial Analytics—Leverage the right data and analytics for every phase of your product life cycle

No matter where you are in your product life cycle, the Medidata AI Commercial Analytics team has the advanced analytics experience and methodology to provide the rapid insights needed to keep your business moving forward. Whether transitioning from clinical activities to commercial operations, understanding the market you are entering, finding the patients you hope to support, or trying to rehabilitate an underperforming asset, Medidata understands that speed to insight is critical, both in the timeliness of the data itself and the ability to generate insights from it.

Product Lifecycle

Product Revenue

Phase 2 | Phase 3 | Submission | Launch | Growth | Loss of Exclusivity (Decline)

Precommercial

Data Due Diligence & KPI Design
Investing in the Right Data

RWD Disease Understanding and Prediction
Understanding the points of intervention

Commercial Execution Optimization
Knowing where your launch is and reacting to the market

Benefits

Pre-Commercial and Commercial Analytics span the breadth of the commercial drug lifecycle. Accurate analytics and timely insights put manufacturers on track to help patients receive the best therapies available for the longest period of time, while also giving leadership the data they need to make the best business decisions for the organization.

Prelaunch
Support a differentiated, data driven, lean launch strategy fueled by data and insights

Launch
Help your brand reach peak sales quicker with advanced analytics

Growth
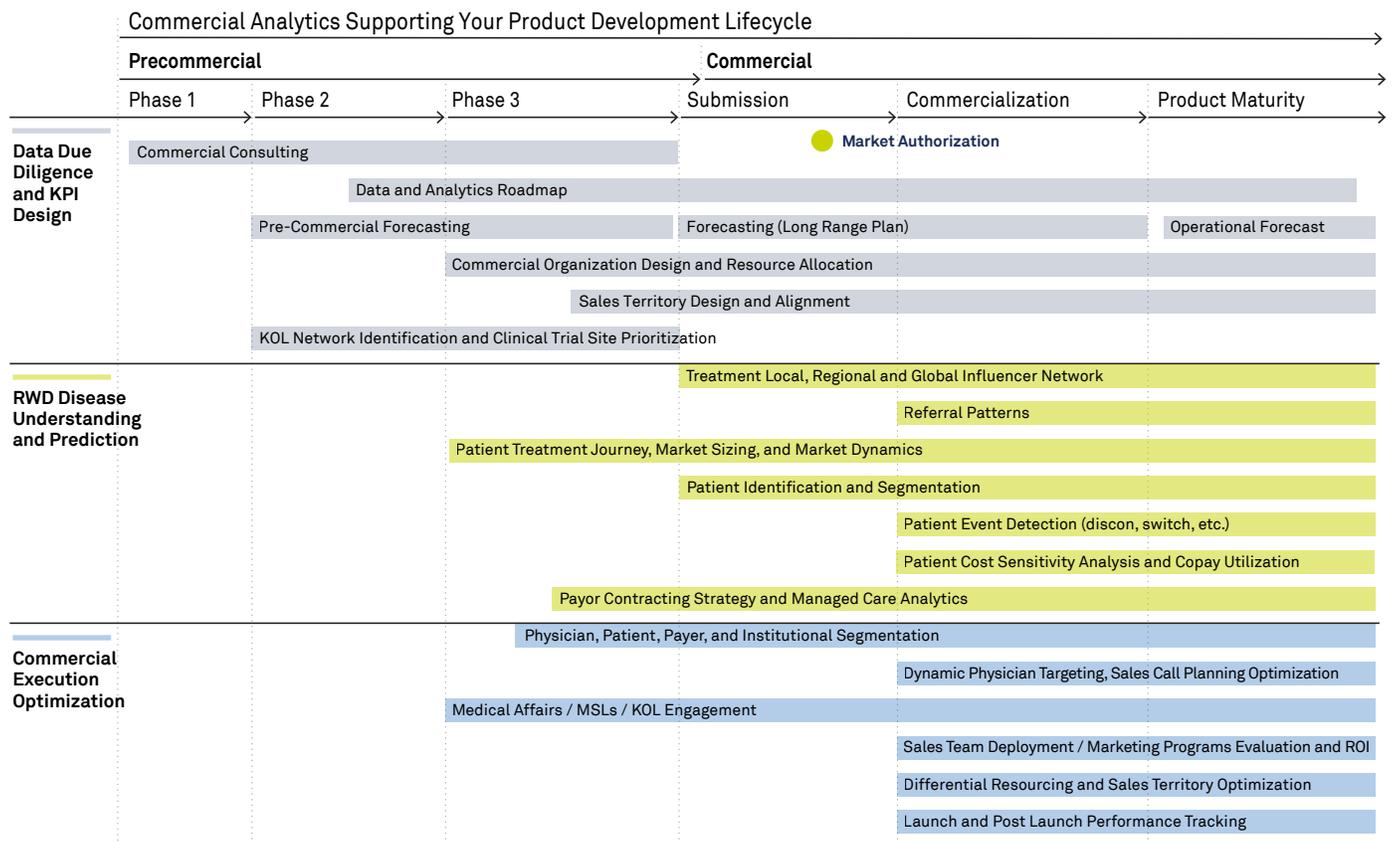Maintain growth despite market and competitive pressures

Loss of Exclusivity/Maturity
Maximize retention and ROI for your programs

The Right Partner at the Right Time

As a trusted partner with deep experience enabling companies' data and analytics capabilities at each step of a commercial launch, Medidata lets you leverage the right data at the right stage—ensuring you have the insights you need to stay on course. Commercial Analytics supports organizations across the commercial continuum, from data acquisition roadmaps and commercial execution optimization, to patient identification and adherence.

With over 15 years of experience successfully partnering with clients to launch and grow new brands, Medidata understands today's ever-changing business needs. The chart below is an example of how data needs change over the course of development and an evolving market. Ask us how we can partner with you to support your initiatives.

Commercial Analytics Supporting Your Product Development Lifecycle

	Precommercial			Commercial		
	Phase 1	Phase 2	Phase 3	Submission	Commercialization	Product Maturity
Data Due Diligence and KPI Design	Commercial Consulting			● Market Authorization		
		Data and Analytics Roadmap				
		Pre-Commercial Forecasting		Forecasting (Long Range Plan)		Operational Forecast
			Commercial Organization Design and Resource Allocation			
			Sales Territory Design and Alignment			
		KOL Network Identification and Clinical Trial Site Prioritization				
RWD Disease Understanding and Prediction				Treatment Local, Regional and Global Influencer Network		
				Referral Patterns		
			Patient Treatment Journey, Market Sizing, and Market Dynamics			
				Patient Identification and Segmentation		
				Patient Event Detection (discon, switch, etc.)		
				Patient Cost Sensitivity Analysis and Copay Utilization		
			Payor Contracting Strategy and Managed Care Analytics			
Commercial Execution Optimization			Physician, Patient, Payer, and Institutional Segmentation			
				Dynamic Physician Targeting, Sales Call Planning Optimization		
			Medical Affairs / MSLs / KOL Engagement			
				Sales Team Deployment / Marketing Programs Evaluation and ROI		
				Differential Resourcing and Sales Territory Optimization		
				Launch and Post Launch Performance Tracking		

THE MEDIDATA AI COMMERCIAL ANALYTICS ADVANTAGE

Medidata AI's Commercial Analytics team provides clients with advanced analytics capabilities and insights that give drug manufacturers a 360-degree view into the performance of their product from day one, ensuring the right patient gets the right treatment at the right time.

Whether launching a new product or supporting a mature one, Commercial teams need powerful AI and ML capabilities that quickly ingest data and deliver fast, accurate insights to stakeholders across the organization—no matter where they are in the product life cycle. Medidata has been the preferred partner for over 50 brand launches, enabling emerging pharma and biotech companies to launch drugs with confidence, exceed forecasts, and ensure brand success. Our data agnostic philosophy, in addition to deep life sciences domain and data ecosystem expertise, lets biopharmaceutical companies turn their data into a competitive advantage and reach peak sales faster.