Leveraging Patient Chart Data for Effective Product Launch and Tracking

2024 Intellus Worldwide

SUMMIT

for Health Insights & Analytics

Succeeding Through Transformation

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ADVOCACY | COMMUNITY | PROFESSIONAL DEVELOPMENT

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Objectives

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Chart Audit Value Prop
Marketing Utility
Limitations

Case Study
Rare Disease Example
Chart Design & Data Visualizations

Round Table Discussion
How Chart Data Helps Brand Teams
Utilization Avenues

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Chart Audit Value Proposition
What is the marketing utility?

Real World

Patient Demographics

Treatment Progression

Beyond Secondary

Layered Analysis

Marketing Utility

01 COMPARISON TO 2ND AND 3RD PARTY DATA — Answer questions or elaborate on information gained through other sources

02 ESTIMATING MARKET SHARE — Further assess by HCP / patient type, information on opportunities to increase

03 DETERMINE RX HABITS AND SEQUENCING — Leverage for messaging that resonates, deeper insight into treatment pathways

04 UNDERSTAND PATIENT FACTORS IN RX DECISIONS — Utilize elements that drive prescribing in sales collateral and messaging

05 IDENTIFY AND TRACK TRENDS — Ensure marketing is yielding results, track changes in competitive landscape

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Limitations

⚠ COMPARING TO OTHER DATA SOURCES

⚠ LIMITED HCP PARTICIPATION

⚠ SELECTION BIAS

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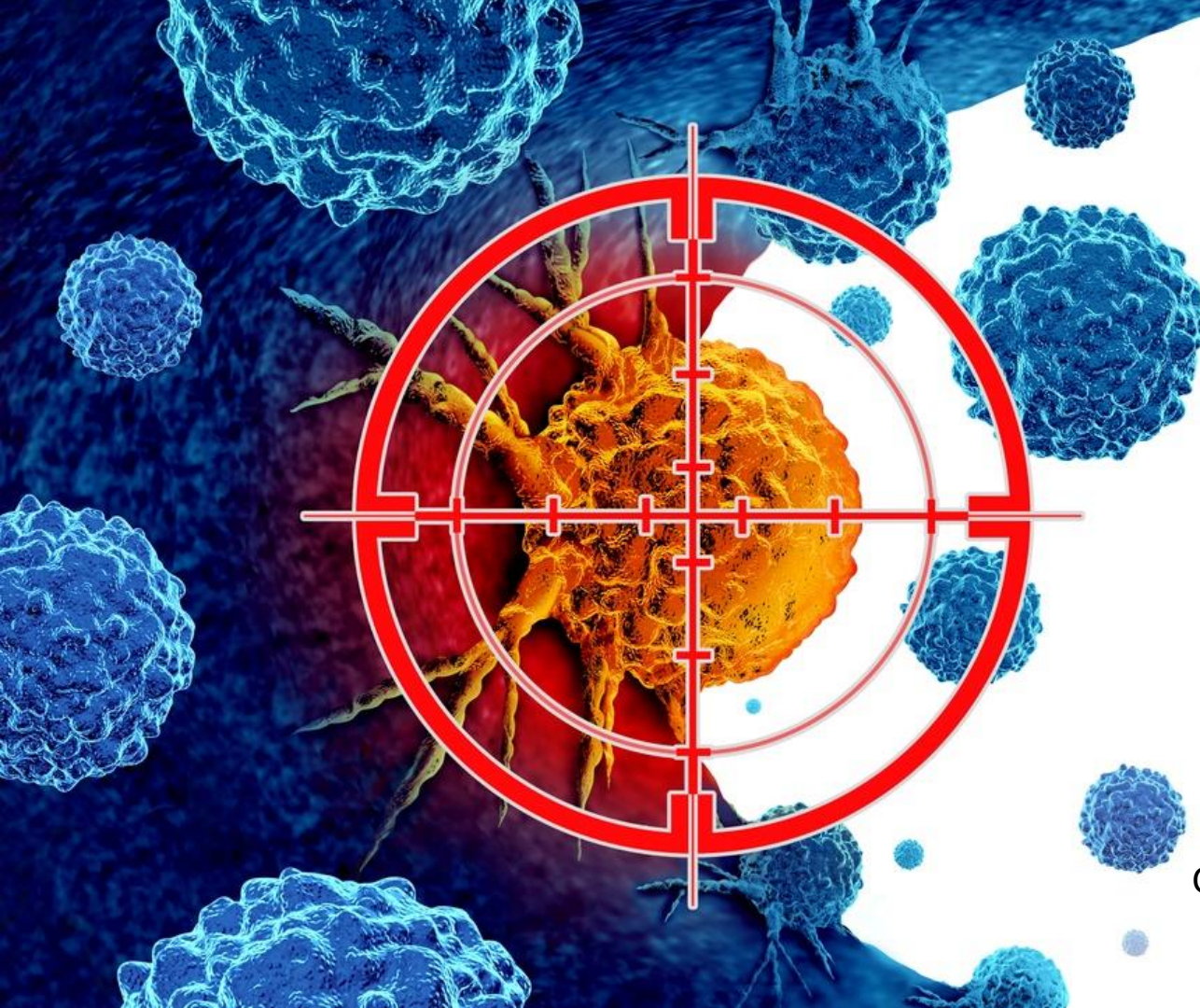
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Case Study

RD Chart Audit

Disease Characteristics

Acute disease, if left untreated could be fatal within months

~5000 cases diagnosed each year in the US

Treatment length: 2-3 years

Adult cure rate: 30 – 40%

192 active clinical trials

Over 30 approved FDA treatments

RD Chart Audit Scope

CADENCE
12 waves per year

CHARTS
120 charts per wave

PARTICIPANTS
40 – 50 treating physicians

QUOTAS
patients on varying LoTs

MD practice type

RD Feedback Loop

Fielding

Market Landscape

Analysis

- ✓ Assess recruitment efforts
- ✓ Review disqualification metrics
- ✓ Evaluate survey design

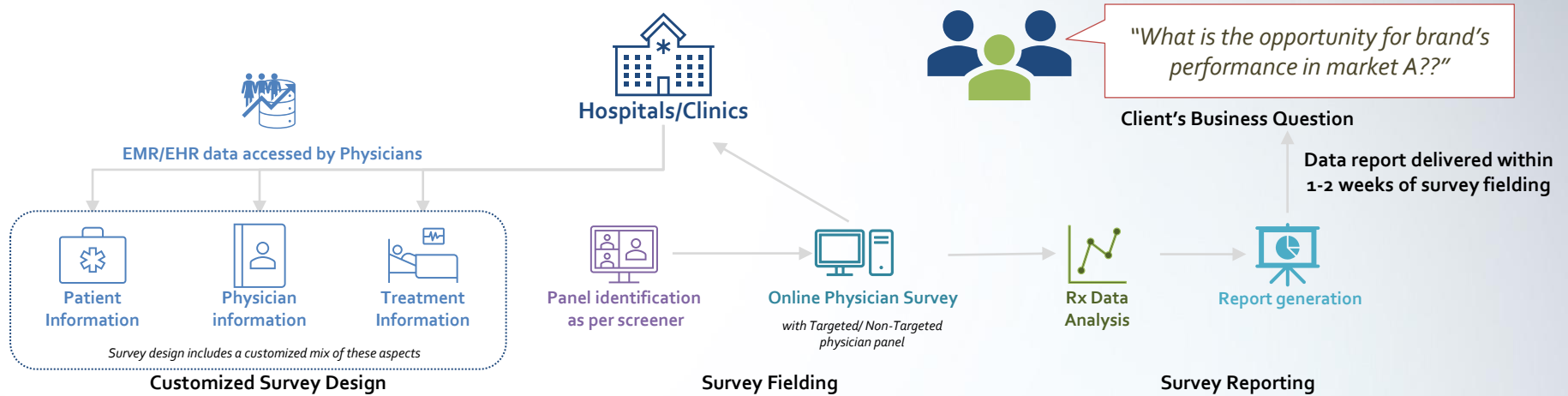- ✓ Review readouts, refine goals
- ✓ Omit questions no longer needed
- ✓ Is there a need to align chart data with other data sources?

- ✓ Are there industry changes to be incorporated into chart?
  - New indications
  - Changes in product design
  - Competitive activity

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What Insights Can Be Gained from Chart Research?

PharmaACE and Olson Research's Time-Tested Process of Patient Chart Audit

"What is the opportunity for brand's performance in market A??"

Client's Business Question

EMR/EHR data accessed by Physicians

Hospitals/Clinics

Data report delivered within 1-2 weeks of survey fielding

Patient Information

Physician information

Treatment Information

Survey design includes a customized mix of these aspects

Customized Survey Design

Panel identification as per screener

Online Physician Survey
with Targeted/ Non-Targeted physician panel

Survey Fielding

Rx Data Analysis

Report generation

Survey Reporting

Business Insights

| Identify gaps in intent to prescribe and prescription | Patient risk stratification | Address Knowledge gaps from other data sources | Physician Patient Interface | Treatment sequencing | Brand and category performance mapping | New launch impact analysis |

Achieved consistent results across multiple brand launch and post-launch tracking exercises

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Enable Analysis of a Variety of Patient and Physician Metrics

Treatment Analytics

Patient level Analytics

Analysis & insights

Indication Analytics

Physician level Analytics

Standardized Analysis Based on Patient Chart Audit
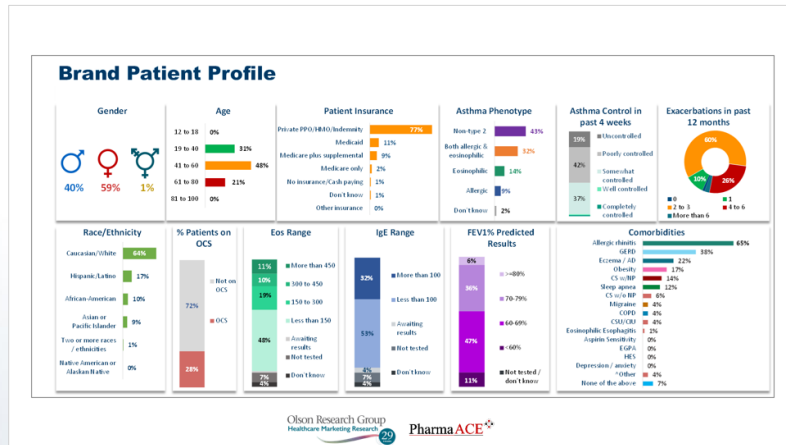
Patient profiles

Steps

- Identify criteria for defining patient groups to profile based on key business question (brand, patient cohort, patient segment)
- Identify **patient characteristics** from questionnaire **(clinical and non-clinical)** to create profiles

Outcomes

- Define an average patient for a particular brand
- Treatment pattern
- Clinical characteristics
- Difference in patient groups for client vs competitor

Standardized Analysis Based on Patient Chart Audit

Physician profiles

Steps
- Identify criteria for defining physician groups to profile based on key business question
- Identify physician characteristics from questionnaire to create profiles

Outcomes
- Demographics (practice details, specialty, patient pool managed/treated)
- Prescribing behavior differentiation by brand loyalist vs. others
- Market details by Target/Tier splits

Standardized Analysis Based on Patient Chart Audit

Patient Journey

Steps
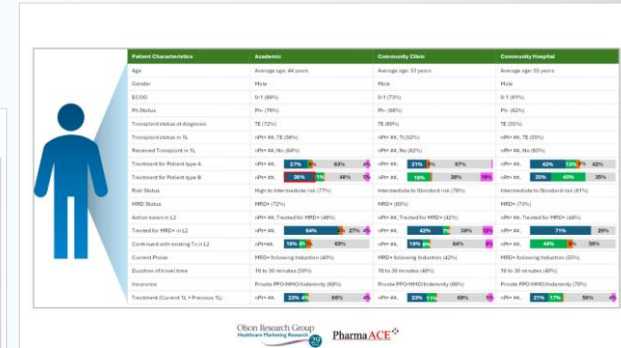
- Evaluate the **progression of patients** from disease diagnosis to treatment start
- Identify **patient characteristics/ date of diagnosis/treatment details** from questionnaire to create journey

Outcomes

- Patient disease progression (initial diagnosis to treatment start)
- Average time on previous therapy
- Treatment break/ time between 1st treatment stop to next treatment start
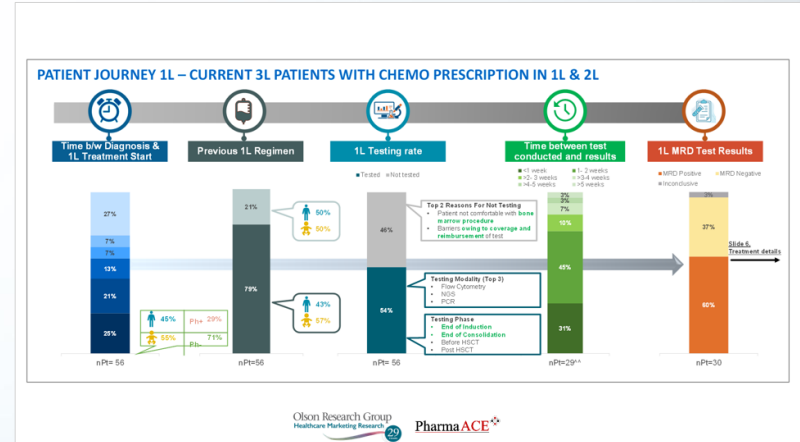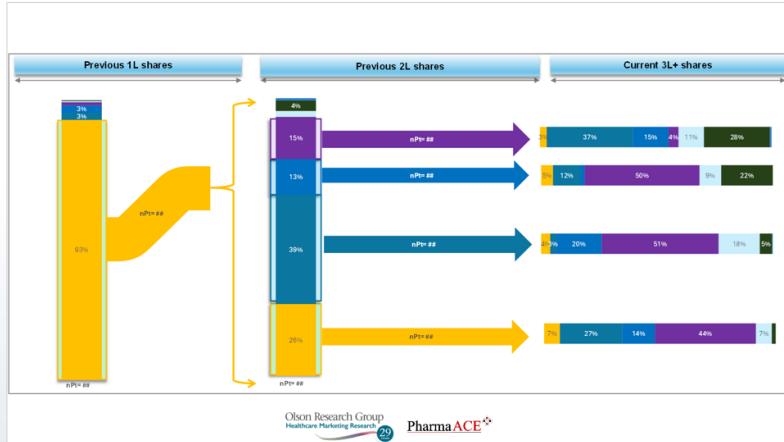
Standardized Analysis Based on Patient Chart Audit

Reasons for prescription

Steps
- Include questions the rationale of treatment selection, treatment switch and discontinuation for every treatment choice made for a patient
- Classify the treatment rationale and analyze by each treatment regimen/brand in the market

Outcomes
- Choice dynamics between therapies with similar benefits or patient cohorts
- Rationale for switching therapies
- Impact of marketing / MR visits
- HCP's awareness levels of different therapy options
- Brand performance on choice attributes

How Patient Chart Audit Data Helps Pharma Brand Commercial Teams

What is physicians' perspective on my drug and key competitors & how has that changed over time?

What is the market trend of the key competitors/brands/classes?

Can you provide an analysis of early adopters for my key competitors?

What factors (patient / physician / external) influence major treatment switches across interventions?

Can you help profile physicians who are loyalists?

How have the physicians changed their treatment choices post launch of a new drug?

What is the impact of key data readouts on the prescription shares?

How is the biomarker testing rate/results affecting prescription patterns?

How has the treatment evolved over time?

What is the treatment sequence followed for a patient diagnosed with indication A?

What was the post launch uptake curve like?

How is the uptake different for previously launched competitive brands?

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Utilization Avenues by Pharma Brand Commercial Teams

Compare stated metrics from **other market research exercises** with actual prescription behavior

Track prescription levels and impact of events on **prescription choices**

Provide inputs for **forecasting models** and compare achieved shares

Triangulation with other data sources for **demand estimations**

Track effectiveness of the **promotional exercises** for the brand vs. that of competitors

Track expansion of physician base for **newly launched products** (new vs. repeat Rx)

Track the prescription levels of High/ Top Tier **target physicians**

Understand the dynamics of **brand loyalty and switch**

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Thank You!

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