

Case Study



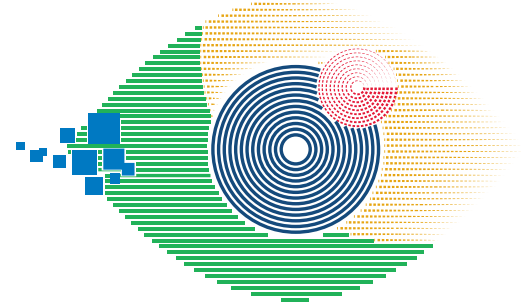
Unlocking the Strategic Value of 867 Point of Care and DDD Data



Incomplete Data Leaves Critical Gaps in Visibility

Background

Our customer is one of the largest pharmaceutical manufacturers in the world, with a blockbuster drug indicated for many types of cancers and generating more than \$7 billion dollars in revenue.



A few years ago, they recognized the growing strategic business value of data. To ensure they were able to support future strategic business decisions, they heavily invested in Master Data and System Integration (MDSI) technology, data sources and personnel. Legacy IMS was used to consolidate several data types into one comprehensive data set. When it was first implemented, this database was considered to be the “gold standard” in data management.

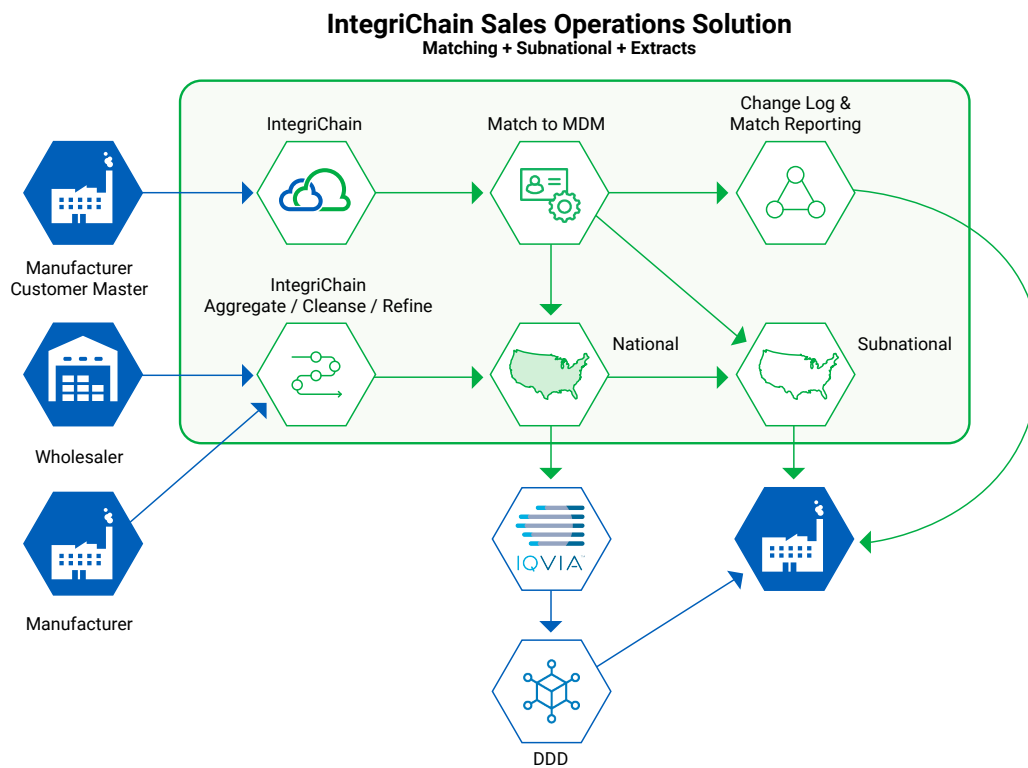
Challenges

As the MDSI organization matured, gaps in syndicated DDD and 867 data as well as the risks posed to key strategic business decisions were identified. Trends toward more incomplete coverage data caused by missing 867 data elements and their impact on sales operations became more fully understood. These factors were compounded by the fact that infused oncolytic treatments are generally provided to patients in large health systems with vast geographical reach. The often-missing multiple doctor and geolocation data were causing downstream problems for sales territory assignment and account planning. These data issues were compounded by the time lag of about 45 days post sale. MDSI leadership knew they had to close the gaps in 867 data and they found a solution with IntegriChain’s patient matching, national and subnational data sets and data extracts.

The Solution

IntegriChain’s ICyte Platform offers proprietary data and analytics solutions that provide a 360° view into brands across product, payer and patient channels. For this manufacturer, ICyte Channel Data Aggregation and Refined Channel Data modules were employed to synthesize multiple distribution data sets and supply the missing data from its base sets.

Using machine learning, IntegriChain’s patient ID numbers were matched with customer’s proprietary patient ID numbers. An exception report was created and the remainder were manually matched. This information is now provided to the customer on a quarterly basis to ensure accurate reconciliation between data management partners and data sources.



The Distribution Data Refinery then ingested patient ID data, cleaned, mastered and enriched the 867 datasets with National and Subnational datasets. Unblocked, unblinded and enriched 867 data was mapped against the customer's incomplete base data to get specific supply chain details, down to the retail, clinic, hospital and mail order level. Sell-in data by location for all channels (including non-retail pharmacies) is now provided on a weekly basis.

The enriched data extracts are now being provided to the customer and to their data aggregator, who augments the DDD dataset with IntegriChain's enriched sales data extract. The sum of this work is then sent to the customer for use in sales account planning, territory assignment and sales compensation calculations.

Results

The MDSI team resolved their challenges with unblinded point of care data and realized a number of significant results:

- Timely and actionable data that reports changing market conditions is now used by marketing and sales operations teams to update territory assignments and to adjust account planning.
- Complete point of care sales data, along with geographical attribution, is now being sent to the sales compensation system. This new data reporting package ensures rapid and correct sales commission payments.
- Freedom from compensation-related concerns and distractions allowed the customer's sales team to spend more time calling on and following up with prescribers, resulting in an overall increase in prescriptions being written and a more successful launch.

This customer was so impressed by the time-savings, accuracy and efficiencies realized with this drug, that it then extended IntegriChain's solutions to its entire brand line

“Point of care sales data and coverage of key locations are essential for territory assignment, account planning, and sales compensation”

Next Steps

With this highly successful project delivered and running smoothly, IntegriChain has already been engaged on the next phase of our customer's data journey. Together, we will leverage lessons learned to create even greater precision, enhance reporting frequency and support more reporting formats to ensure the highest quality data is available for strategic business decision making.

About IntegriChain

IntegriChain delivers Life Sciences' only comprehensive data and business process platform for market access. More than 220 life science manufacturers of all size and complexity rely on IntegriChain's analytics, applications, managed services and expert advisors to power their operations and harness the value of their channel, patient and payer data. IntegriChain has played a vital role in more than 70% of product launches over the past two years including 35 first launches. For more information, please visit www.integrichain.com or ic@integrichain.com.



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