WHITE PAPER

New Treatments Hold Significant Promise, but are Marketing Teams Helping Life Sciences Companies Deliver on this Potential?

Discover how go-to-market teams can leverage real world data to transform brand planning, launch and management

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Life sciences companies are operating in a new world, one where new treatments are being developed at breakneck speed, which holds unprecedented promise for patients. However, this new world is also one that requires the use of real world data (RWD) to empower marketing teams to effectively engage with various stakeholders – and ultimately lead healthcare providers to prescribe innovative drugs to the patients who will truly benefit from these treatment therapies.

The problem: Historical methodologies for targeting, marketing and commercial launch are no longer sufficient to ensure that those patients who could benefit the most from a new therapy treatment option are those that are identified and whose treatment teams are engaged. That makes it difficult for life sciences companies to optimally fulfill their lifesaving missions.

"As genetic markers and screenings become more prevalent, patients will benefit as customization of the medication to the patient and their disease will maximize the efficacy of the treatment and lessen the potential for individuals to only experience the adverse effects. Once on the market, patients, providers, life sciences companies may all see the improvements in efficacy of the medication, higer patient satisfaction, and fewer potential problems leading to increased costs, hospitalizations, and switching of drugs." said Russell Robbins, MD, Chief Medical Information Officer at PurpleLab.

To reverse this unfortunate reality, commercial teams at life sciences companies need to reinvent their go-to-market strategies. In doing so, however, they are apt to face a variety of challenges such as:

An incomplete view of the healthcare ecosystem. For example, life sciences marketing teams might struggle, as they simply don't have a full view of the patient journey or payer provider landscape. Commercial teams at life sciences companies need to gain a holistic view of the healthcare ecosystem, allowing them to clearly understand the dynamics, answer key business questions and successfully create go to market plans.

The inability to illustrate value. Life sciences companies currently face more challenges than ever before in demonstrating the value their brands deliver due to a complex and dynamic healthcare environment.

A limited understanding of the patient's plight. Commercial teams require a clear and detailed understanding of the patient's journey that will enable them to identify engagement points with various stakeholders as well as define solid strategies for the brand value generation.

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MD, Chief Medical Information Officer
PurpleLab

Lack of access to comprehensive data. Life sciences companies frequently leverage an incomplete set of data, making it difficult to gain the insights they require to properly answer key business questions and make the right strategic decisions.

Real World Data to the Rescue

The good news: Life sciences company marketing teams can readily address these challenges by leveraging a comprehensive set of RWD. There is an increasing amount of data points that can help drug developers and their marketing teams more successfully plan, launch and manage drug brands so that they can have the best outcomes for their customers. This paradigm shift supports insights into patient experience that were previously unknown or lagged in such a way that these insights were not optimized for patient engagement. Indeed, the lack of access to this vital data made it difficult for commercial teams to engage with those patient stakeholders involved in treatment decisions at a time that could most impact outcomes.

While these data points exist, the challenge is that they are often buried in non-optimized forma (like unstructured EMR notes, as an example) or siloed in such a way that the burden falls on life sciences companies to draft a strategy to piece them together in such a way that when combined create a 360 degree view of patient experience.

Successful brand teams must understand the nuances and characteristics of each data type, as well as the most appropriate applications of that data when integrated together, to be successful. Those that can navigate this challenge will gain a "deeper understanding of what is traditionally called the patient journey experience, not only during the course of treatment, but the broader longitudinal view that occurs before and after across multiple sites of care," said said Mark Brosso, Founder & CEO, PurpleLab.

More specifically, by properly harmonizing and transforming those disparate data points into a robust and comprehensive patient journey experience, commercial teams can "understand what drives differentiated outcomes so they can plan when and where they can best introduce value in the care continuum," Brosso said.

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Data insights can be leveraged to understand key phases of the patient journey, including:

- Pre-origination
- Origination
- Evaluation/diagnosis
- Treatment choice
- Brand choice
- Fulfillment
- Re-evaluation

"So, it's a layered crosswalk in which the brand teams must evaluate treatment landscapes and the opportunities for engagement with each stakeholder. The problem is that these teams often stumble because it is difficult to be precise with outdated data," said Mark Brosso, Founder & CEO, PurpleLab.

However, the infusion of more advanced technologies pulled efforts to near real-time and pivoted the analysis window forward allowing a "next best" decision approach to engagement. "As such, some pharma companies have mastered – while others have struggled with – various pieces of the key elements including landscape, engagement, patient journey research, and segmentation. What's become clear is the fact that the life sciences companies that are succeeding are doing so by leveraging RWD to bolster performance across these key areas," Brosso explained.

Data in Action

Life sciences marketing teams can leverage comprehensive RWD to:

Respond to crisis situations. The omni-stakeholder approach proved to be crucial when brand teams were faced with the challenge of getting patients needed medications during the COVID-19 pandemic. The crisis prompted life sciences leaders to cull insights from an array of stakeholders while trying to quickly engage patients, while adapting to near daily (if not hourly) insights into an evolving landscape.

This reinforced a well-known adage within the industry: "It's all about understanding the patient – or more specifically, 'meeting the patient' to proactively identify those disparities in outcomes that either unlock value or in the worst case, can lead to suboptimal results, including

> The term omnichannel came from this movement and is now broadly adopted throughout life sciences. To build upon that success, we must now extend those efforts to be both omnichannel in terms of outreach protocols combined with a holistically planned and managed omni-stakeholder approach.

mortality in the most extreme cases. In this case, it truly was a matter of life or death … the ability to quickly and accurately unlock those insights to impact patient care," Brosso noted.

Knowing how to reach the patients that were most susceptible to the impact of disease, how those patients were accessing and utilizing care was crucial. An acceleration of the shift to telehealth services and how that impacted referrals and treatment patterns across treatment teams was studied in near real-time. Understanding the Social Determinants of Health for specific patient cohorts and how that impacted which people were utilizing these services provided was critical to the success of brand teams and the life sciences industry in general in navigating the crisis.

Pinpoint patients who will benefit from specific drugs. Data insights can be leveraged to understand the ability of various patients to metabolize certain drugs before marketing and selling these therapies to said patients. "With pharmacogenetic testing, a person can be tested to see if they have the markers to metabolize the drug. This will decrease the number of people getting a medication who get the side effects but not the benefits as they cannot metabolize the drug. And, in turn, this will lower costs and improve quality of care," Dr. Robbins said.

As personalized medical treatment has evolved, a deeper understanding of the patient is warranted. Pharmacogenetic testing will enable a provider to understand whether or not a patient can metabolize the medicine or only be subjected to the adverse effects of the drug. Prior to initiating treatment, if the biomarker studies are completed, only patients with the genes to metabolize the medication will get the appropriate prescription. This will improve healthcare delivery as patients who can benefit from the medications will get it, improving both quality and efficiency of care, according to Dr. Robbins.

In other instances, healthcare providers prescribe a very viable drug therapy to patients, but the patients abandon or reject its recommended use due to a variety of behavioral, social or economic obstacles, Dr. Robbins noted.

In today's dynamic environments, if commercial teams don't have the right data at the right time available to the right stakeholder that can impact treatment decisions, it is an almost insurmountable burden to craft an effective go-to-market strategy.

Evaluate which patients will comply with drug therapy recommendations – and subsequently drive noncompliant patients to do so as well.

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An analysis of social determinants of health data can help assess the likelihood that various patients will adhere to recommended drug therapy. “From a pharmacy standpoint, the issue in the patient journey is what happens after the prescription is written. Is the medication dispensed, abandoned, or rejected? Which groups of people in different socioeconomic or demographic groups fall into each of these three categories?” Dr. Robbins said. “Understanding the root causes can lead to potential solutions, copay waivers, rebates, educational materials, etc.”

Respond to external forces. Outside of the normal launch and annual brand planning activities, life sciences commercial teams must be able to successfully manage and prepare for “influences outside of their direct control” such as the Inflation Reduction Act. This key legislation contains numerous provisions that will have the potential to profoundly change the way in which we bring drugs to market in the United States, and its impact is “really putting a lot of pressure on brand teams to understand market drivers of value. Where we’d initially see market access and contracting teams establish formulary positions prior to launch, and then have sales teams engage with providers to promote the drug therapy in those areas where they’d created a perceived advantage, life sciences companies now need to refine their models to ensure they account for this change in marketplace dynamics driven by public policy,” Brosso said.

Bring needed precision into the mix. “The level of precision that is required for today’s medicines continues to rise exponentially, especially within specialty medicines and rare diseases where the highest price points tend to live amongst the smallest patient populations,” Brosso said. For example, triple negative breast cancer, which has fewer treatment options than other types of breast cancer because the cancer cells do not have the estrogen or progesterone receptors or enough of the HER2 protein to make hormone therapy or HER2 drugs work.[1]

Data Analytics Done Right

To transform raw data points into useful insights for these purposes, life sciences teams need to go beyond the simple retrospective analysis of any single data point/type. Only by working with a partner that has the right combination of domain expertise, data coverage and appropriately leverages technology to achieve rapid insight generation at scale, life sciences marketing teams have the insights they need to drive the greatest return on their investments by:

Understanding the most appropriate applications of various data types. Go-to-market teams need a nuanced comprehension of the intricacies

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associated with each data type. These teams must leverage insights across claims, testing, nomic, clinical trials, operational, regulatory, manufacturing, consumer and many other data types. How to do this appropriately and in a compliant manner is pivotal for constructing a comprehensive treatment mapping that effectively addresses patients, payers, and provider needs.

Creating a holistic view via data tokenization. With data tokenization, go-to-market teams can construct a common foundation to integrate disparate data sets and disparate data types to generate a holistic view of the patient, providing the insights needed to address challenges and opportunities across the patient journey, without compromising patient confidentiality.

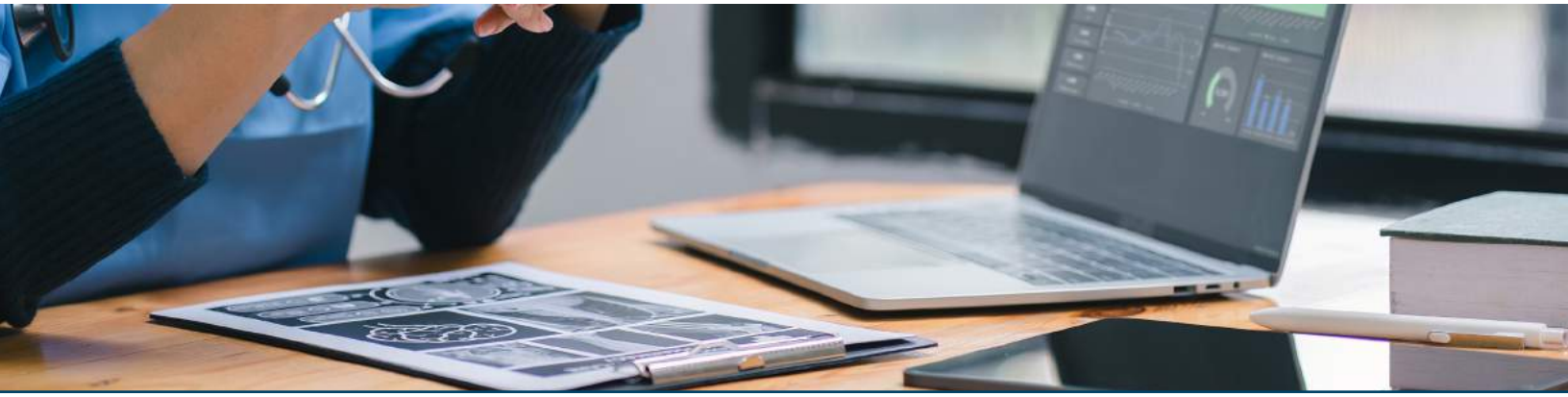
"When it comes to real world data, no data set is perfect on its own. There is no singular data set that's going to tell go-to-market teams everything about the patient and about their engagements with the healthcare system … So tokenization is the first step in quickly bringing those siloed data sets together so that life sciences companies can have a more comprehensive view," Brosso said.

Leveraging various data vocabularies. Just like there is no perfect singular data file, there are a multitude of taxonomies and data vocabularies that are used throughout patient encounters and treatment. As such, life sciences teams can expedite insight generation by working with a partner that has the ability to manage this crosswalk and alignment. "PurpleLab has spent a lot of time transforming the vocabularies that are used within those different data sets to provide a 'Rosetta Stone-like' view, making it possible to interchangeably use various vocabularies to tell a cohesive story, so that our customers can focus on actioning insights, not managing data," Brosso said.

Understanding data from external sources. "Historically, this would've been managed by large data governance teams. Now, because of the specificity required within precision medicine, the brand and commercial teams are more and more involved in those discussions," Brosso said. As such, these teams require a partner that can help guide their data inventory and purchasing strategies to ensure a complete view of patient understanding.

Putting it all together. By leveraging partners that have experience with both the technology and processes needed to help ensure that insight generation is done in a way that does not compromise data quality, data can be collected for one reason – and then repurposed for another.

"Medical claims are a perfect example of that value creation: originally generated to seek payment for a provided service by the provider … it can be transformed and enhanced for use within clinical operations to measure patient burden of disease and HEOR teams to identify specific patient subpopulations that may be underserved within the healthcare landscape," Brosso said. "This requires



a tremendous amount of lift and effort on life sciences teams to transform that data to insights. So, to then place the burden upon brand teams to understand all of the nuances in that market is probably unrealistic."

The Right Partner

Of course, the best partner can help life sciences companies keenly focus on doing what they do best.

"We hear from our life sciences partners all the time … how can you allow us to focus on our primary role of improving the lives of our patients? That's their domain expertise. That's where they're going to differentiate in the marketplace. PurpleLab is relentlessly focused on helping them achieve that goal, so that is our domain of expertise," Brosso concluded. "So, while we love to showcase and leverage technology as an enabler, we also embrace what we call the DaVinci Principle, meaning that we not only have the technology (the "science") but a deep understanding of how to apply the insights to drive results (the "art"). We are not using our technology to optimize travel schedules for an airline. That's not what we do. But If your commercial, payer or clinical teams need to understand patient engagement opportunities accurately, affordably and quickly, we have hundreds of customers and use cases showing how we can help you succeed … with a comprehensive view of the patient and delivering insights directly into the hand of the stakeholder responsible for driving improved health outcomes."

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PurpleLab™ HEALTHCARE ANALYTICS

Who is PurpleLab™?

PurpleLab™ is a health-tech company driven by one clear philosophy: outcomes matter most. We help organizations drive decisive action based on precise insights from real-world data – with the ultimate goal of giving everyone a fighting chance at the best possible health outcome.

What will you discover today? Reach out to info@purplelab.com to learn more.