IQVIA

How to Generate Business Insights in Rare Diseases and Niche Oncology Through Data Triangulation

Integrating multiple IQVIA proprietary data sources to support go-to-market strategy: a case study with an emerging biopharma company
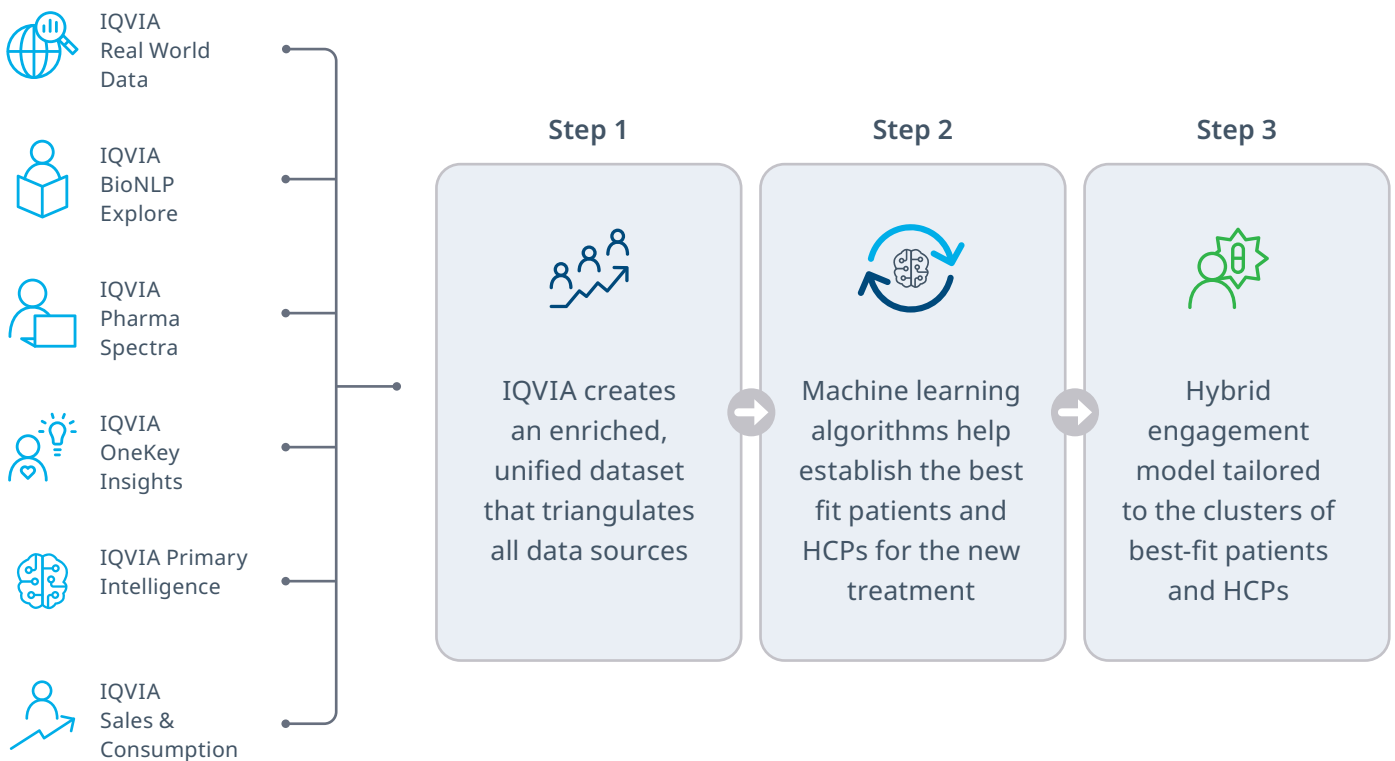
Situation

An emerging biopharma company is preparing its launch for a rare disease in cardiology and needs to gain a better understanding of patient profiles, HCP characteristics and the market landscape to inform their Go-to-Market strategy.

IQVIA leveraged its extensive experience in machine learning and predictive analytics to triangulate five IQVIA proprietary data sources — Real World Data, MIDAS, BioNLP Explorer, PharmaSpectra, and OneKey — and generate business insights.

Challenge

Characterizing rare disease patients is difficult due to the scarcity of data on these indications, often resulting from low patient populations and inconsistent data collection methods across different healthcare systems. Additionally, many rare diseases go undiagnosed or misdiagnosed, further complicating our understanding of patient or doctor characteristics, treatment patterns and disease prevalence. This fragmentation of data significantly hampers the ability of biotech companies to identify trends, make accurate business decisions, and develop effective Go-To-Market strategies.

IQVIA Real World Data

IQVIA BioNLP Explore

IQVIA Pharma Spectra

IQVIA OneKey Insights

IQVIA Primary Intelligence

IQVIA Sales & Consumption

Step 1

IQVIA creates an enriched, unified dataset that triangulates all data sources

Step 2

Machine learning algorithms help establish the best fit patients and HCPs for the new treatment

Step 3

Hybrid engagement model tailored to the clusters of best-fit patients and HCPs

Solution

Triangulating IQVIA's proprietary datasets offers an effective solution to the data scarcity challenge in rare diseases and niche oncology.

To address the challenge, IQVIA first connects multiple data sources to create an enriched, unified dataset that combines non-identified hospital EMR data with non-identified patient and HCP profiles from the biomedical literature and Primary Intelligence sourced patient forms. Proprietary assets like IQVIA PharmaSpectra and OneKey facilitate cooperation with KOLs and regular physicians treating the disease. IQVIA MIDAS and other drug sales and consumption datasets allow to establish treatment uptake projections for different countries and account types.

Afterwards, using machine learning clustering and segmentation algorithms, IQVIA can identify the variables in the unified dataset that better define patient and HCP segments. That way, the biotech company can establish which of them are a better fit for the company's new treatment.

Finally, through a set of workshops with regional and local teams, the emerging biopharma client and IQVIA co-design a hybrid engagement model tailored to the clusters of best-fit patients and HCPs.

Results

Data triangulation has been proven successful in rare diseases and niche oncology by generating valuable insights on patient profiles and their journey with HCPs. In this case study, the emerging biopharma company obtained a comprehensive view of the disease landscape, patients, and HCPs with five distinctive outcomes:

First, it was able to assess a total number of 1600+ non-identified patient profiles and 300+ HCPs, solving the data scarcity challenge.

Second, the company managed to establish the right definition of target patients for the new drug, identifying a set that was unresponsive to the current Standard of Care and could benefit from the new treatment.

Third, the biotech understood with great precision the characteristics of the HCPs treating the disease in terms of, among others, their interest to initiate or switch patients to the new treatment, engage with the company through digital channels or act as advocates of the drug within their peer-network.

Fourth, the research conducted by IQVIA led to a scientific publication that allowed the company to share novel insights with the medical community.

And finally, the above medical insights allowed the emerging biopharma to define a hybrid HCP engagement model that increased account coverage by 61%.

Outcomes

| Assessed 1600+ patient profiles and 300+ treating HCPs | Identified the segments of naïve and switch patients that could benefit most for the new drug vs. the SoC | Established the characteristics of high-interest HCPs and defined a comprehensive engagement model | Produced a scientific publication with novel insights for the medical community | Defined a hybrid engagement model that increased account coverage by 61% |

![IQVIA]