

# ABPI, IQVIA AND THE NHS WORKING IN PARTNERSHIP

## *The Cancer Vanguard Pharma Challenge*

### BACKGROUND

In mid-2016 the Cancer Vanguard in collaboration with the ABPI launched the “Pharma Challenge.”

**The aim was to provide pharmaceutical companies with a platform to work in partnership with the NHS through innovative, fast-paced projects to optimise both cancer service provision and medicines use.**

IQVIA was one of six companies (out of 40) that were selected to participate in the prestigious initiative. Our proposed goal was that by working in collaboration with Merck, a long-term partner in colorectal cancer (CRC) research and treatment, uMotif, a patient data-capture platform company and the NHS we could identify unwarranted service variation in the delivery of CRC care. Furthermore, we could enhance the Cancer Vanguard’s understanding of the patient experience so that any subsequent transformation of service provision could be truly patient centric.

### COLLABORATIVE ANALYSIS

The project represented a living embodiment of the Digital objective of the Life Sciences Industrial Strategy: **“Supporting collaboration on real world evidence, enabling innovators and the NHS to research new technologies.”**

Collaboration was vital in setting the scope of analysis (necessary from an Information Governance perspective) and gaining consensus amongst the partnership from day one so that each partner would receive the insights of most relevance to them whilst ensuring that these insights were also pertinent across the partnership. This approach enabled a clear baseline to be set of how patients are treated for CRC, and in particular metastatic Colorectal Cancer (mCRC), in the real world within the Cancer Vanguard centres.

The team established a collaborative face to face working group to discuss how closely the data reflected the perception of the clinicians so that the real world data could be aligned to real world clinician experience.

As a consequence IQVIA conducted advanced analytics to compare the extent of variation, using IQVIA’s patented pathway analytics technology, from this baseline and between providers so that the drivers of variation could be identified.

Innovative technology in the form of a smart phone app that enables the capture of patient reported symptoms, experience and quality of life metrics was then “prescribed” to patients receiving treatment for CRC so that the patient could be directly engaged in the project and their experience of treatment measured over time. Clinicians were also provided a real-time feed of these patient generated data so that a truly innovative prospective model of treatment outreach and provision could be piloted by the Christie.

NHS medicines usage and costing data, uniquely available to IQVIA via IQVIA’s cost benchmarking platform and Hospital Pharmacy Audit, were then brought to bear for the first time in a collaborative project of this nature to forecast the impact market and treatment dynamics will have on NHS finances in the future.

The project culminated in the consolidation of the analysis into IQVIA’s knowledge discovery platform so that the partners could explore the findings using an interactive and visual technology enabling variation to be assessed “at-a-glance” and shared with the wider health system, equipping it with the evidence to make changes.

## KEY ACTIONABLE INSIGHTS

- Deviation from NICE Therapy Guidance: Across the peer group a **7-fold difference in the proportional use of Biological therapy vs Chemo therapy**, a key finding for both the NHS and Pharma partner
- Improvements in the consistency of care could be achieved at one Cancer Vanguard Trust by **focusing on 4 key variables out of 200**
- Baseline quality of care responses remained quite stable throughout the project. Changes throughout the project, however, show a **worsening of the information shared by doctors about the illness** (from 1.5 to 4 in a 1-5 good-bad scale), **a worsening by 1.2 in the information doctors have shared about the treatment given**, and a decrease of 1.2 in the quality of the environment, including cleanliness and calmness. There was marginal improvement (0.2) in the ease of access, including parking
- The project recorded more than **111,000 data points of symptom tracking** over the 35-week long project, with 1 patient using the app on **188 days out of 200**



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