

Insight Brief

# Market Insights at Your Fingertips Through the IQVIA Oncology Analytics Platform

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# Executive summary

The Oncology Analytics Platform is powered by IQVIA's best-in-class oncology data which includes 300 million anonymized patients. It is pre-loaded with projected data, as well as 35+ tumor market definitions that were developed over 15 years of consulting with this data, so you can be confident utilizing the derived insights to navigate complex markets in an easy-to-use, cloud-based self-service platform.

IQVIA Oncology Analytics Platform allows you to:

- Answer management's commercial questions quickly and efficiently
- Easily visualize large data sets
- Investigate data trends using drill down technology to generate deeper insights

## Real-world data

Real-world patient data has become the foundational source for commercial insights into market trends for providers, payers, and patients. In the past, it was utilized to address ad hoc questions due to the high cost and complexity of claims data, but now it is an integral part of intelligence information systems because of the large sample availability, the ability to map the patient's journey, and its utility for targeting.

However, utilizing transaction-level real-world patient data can still require a significant amount of time and resources to transform transaction-level data into meaningful insights that can be leveraged for commercial decisions. Specifically, there is complexity in oncology which requires sophisticated ways to view the market (e.g., tumor mapping, line-of-therapy, regimen grouping).

IQVIA has combined its foundational real-world patient data, advanced analytics methodologies, and information technology in a new tool called the **IQVIA Oncology Analytics Platform** that allows for faster and efficient viewing of these data. This Insight Brief highlights commercial examples for using this platform in the biopharmaceutical sector.

IQVIA's Oncology Analytics Platform was designed and created with the typical commercial analytics requirements in mind that every company must adhere to as they assess, investigate, and understand market dynamics at the overall, national, and subnational levels. These are required regardless of a company size and resources when supporting a commercial launch of a new drug in development, a market acquisition, or a partnering opportunity. To facilitate these activities, IQVIA organized the Oncology Analytics Platform into three modules -- Landscape Analyzer, Practice Analyzer, and Brand Analyzer -- which are introduced in the use case examples on the following pages.

| Oncology Analytics Platform (Summary)   |  |  |
|---|--|--|
| Landscape Analyzer  | Practice Analyzer  | Brand Analyzer   |
| <ul style="list-style-type: none"><li>• Market assessment categorized by sizing patient segments utilizing cancer type, regimen, and line of therapy</li><li>• Patient volume and treatment share (new and continuing)</li><li>• Projected data</li></ul> | <ul style="list-style-type: none"><li>• Assess treatment data segmented by physician and practice</li><li>• Includes cancer type, regimen, and line-of-therapy</li><li>• New patient share</li></ul> | <ul style="list-style-type: none"><li>• Indication specific metrics (patient share, volume)</li><li>• Percent of brand usage by indication</li><li>• New patient share</li></ul> |

# Measuring changing market priorities with the Landscape Analyzer module

In the emerging biopharmaceutical sector, business plans must quickly adapt to market realities such as receipt of FDA breakthrough therapy designation, changes in financing, and the variability associated with clinical trial outcomes. Despite these variabilities, business intelligence professionals are still expected to deliver real-world insights to support commercial decisions that cannot wait for the data and analytics to catch up.

Sarah is the Commercial Director of New Products for a biotechnology company that is preparing to launch a new treatment for multiple cancer types with high unmet needs. The company has recently faced a clinical delay that requires it to re-prioritize its commercial strategy.

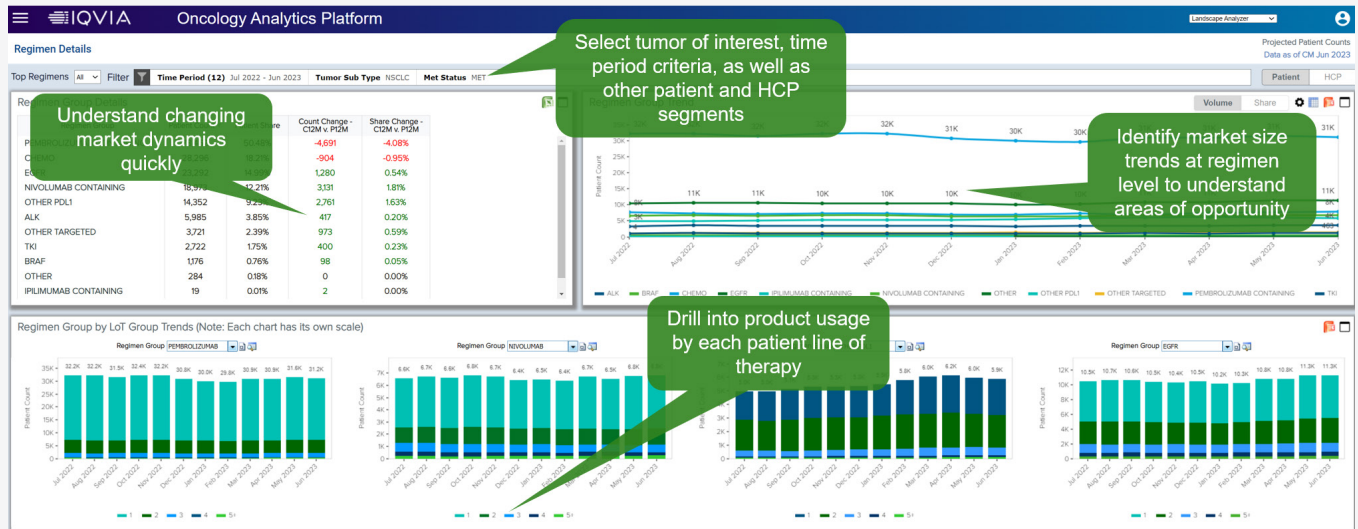
Sarah did not have the staff to analyze real-world patient data, and she knew from practical work experience that identifying and purchasing the

necessary data, creating a data warehouse, and then building a detailed market map by line-of-therapy is complicated and time consuming. To quickly obtain the newest and most relevant market insights and access to data visualization, she decided to utilize the IQVIA Oncology Analytics Platform.

IQVIA's platform contains the most recent real-world data, so instead of taking 2-3 months to complete this project Sarah was able to complete it in a few minutes. Production time was significantly reduced because the platform uses IQVIA's pre-populated market definitions, patient LOT, and regimen methodology. The Oncology Analytics Platform also contains a strong data visualization component that allows insights to be easily viewed and quickly communicated throughout the organization.

In the IQVIA **Landscape Analyzer module** you can examine performance metrics by looking at patient

## Oncology Analytics Platform - Regimen details - Landscape Analyzer module



volume, treatment volume, and share. You can also size the market by cancer type, regimen, and line of therapy in different patient populations. The patient segments can also be classified by patient age, gender, and new patient starts.

When analyzing the metastatic NSCLC market, Sarah recognized that there is a wide range of drugs available for the treatment type, and that pre-defined market definitions help organize the real world claims data into a viewable format. For example, preset regimen groups by chemotherapy and targeted therapies (ALK, EGFR, BRAF, PD-L1) are included in the data dashboard. This data visualization tool also shows growth patterns to reflect how the market is evolving, which is an essential component of any landscape assessment.

In this specific case, Sarah socialized her findings in advance of a major commercial presentation, and her management team raised additional questions about market sizing by line of therapy which needed to be answered given the expected approval of the product's later line of therapy.

To address these questions, IQVIA Oncology Analytics Platform enabled Sarah to drill into the later-line patient population to understand the product's true market potential in NSCLC. The findings showed that the third-line plus treated population has a

different competitive set associated with the patient journey. The Oncology Analytics Platform was flexible enough to address this question during the meeting. The result was a more efficient use of Sarah's time because the research questions could be addressed in real time versus meeting action items, followed by another meeting to review the raw data, and then additional time to produce slide revisions.





# Tracking key performance indicators using the Brand Analyzer module

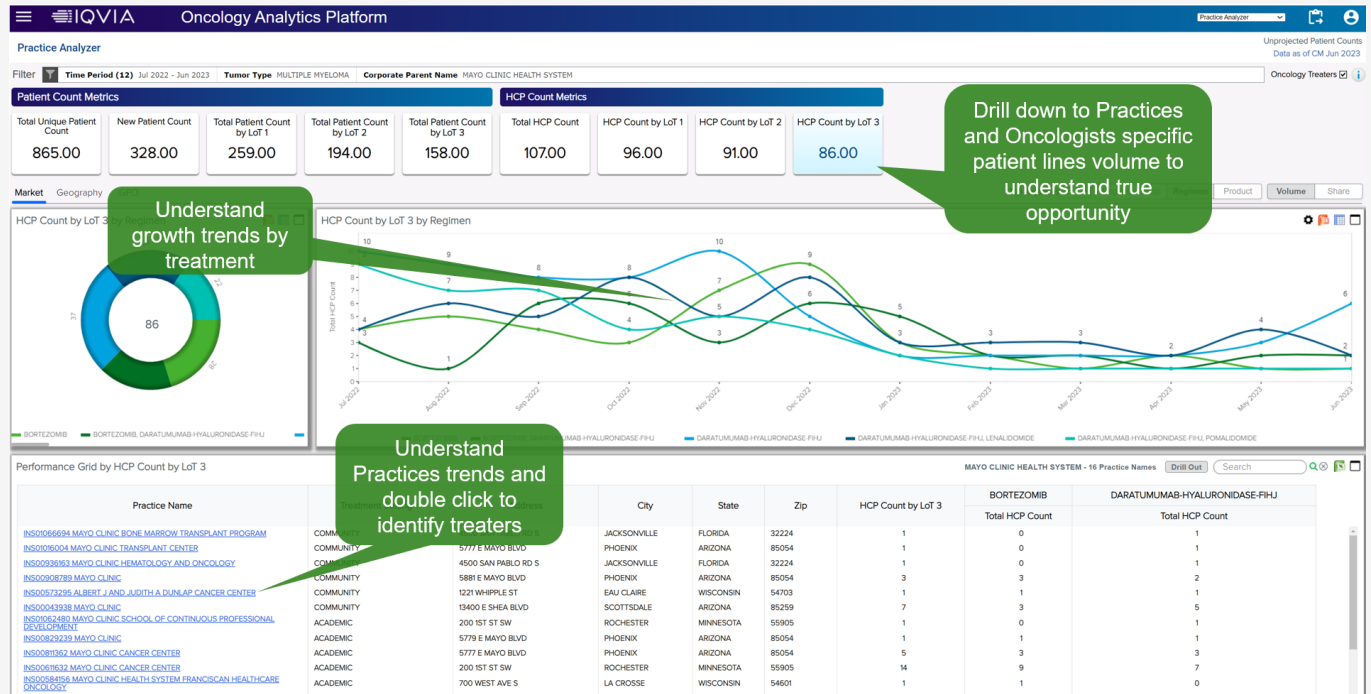
As drugs move through the development process, an organization’s data needs change. In both large pharma and emerging biopharmaceuticals, there are inflection points where the data transition process can be especially challenging. In many cases, the organization newly develops commercial operations capabilities to move from R&D pipeline development to strategic commercialization and tactical launch readiness.

One such inflection point is moving from overall market assessment and landscaping to creating an actionable subnational oncologist targeting plan. This requires investing significant company resources to build a go-to-market team (e.g., MSLS, sales representatives, and KAMs). IQVIA Oncology

Analytics Platform allows this process to happen efficiently and seamlessly utilizing the same underlying data.

Sarah’s biotechnology company’s multiple myeloma product received FDA Breakthrough Therapy designation which moved up the launch. The market landscape assessment had already been completed by the previous Commercial Director, but Sarah’s management team was required to report to the Board how much commercial investment would be required to bring therapy to market. The team had to decide how many territories were necessary to cover the top targets. The company already had one product on the market, so they also needed to consider the overlap with the existing portfolio.

## Oncology Analytics Platform – Regimen details – Practice Analyzer module



Sarah was pleased to learn that the market landscape assessment was performed on the IQVIA Oncology Analytics Platform, so she was able to immediately schedule a quick video conference and pull up the tool to prepare for the call. In the meeting, the IQVIA representative demonstrated how to toggle from the Landscape Analyzer Module to the platform's **Practice Analyzer module**.

The Practice Analyzer module in the Oncology Analytics Platform allows Sarah to conduct physician-level and account-level evaluations using treatment volume, line-of-therapy, and regimen categories. In this specific case, Sarah started by

evaluating the number of HCPs that treat 3rd-line plus multiple myeloma, then she shifted to account-level views which provide a more accurate picture of coverage needs.

As a result of accessing these analytics, Sarah made a recommendation to add 15 sales representatives to the existing 40, providing them direct coverage for 80% of their targets while also continuing to support their existing brand. Sarah also made recommendations for covering 100% of the targets in year two with funding based on hitting specific launch milestones that, if met, would ensure the sales force expansion could be funded.



# Performance tracking utilizing Landscape, Brand, and Practice modules

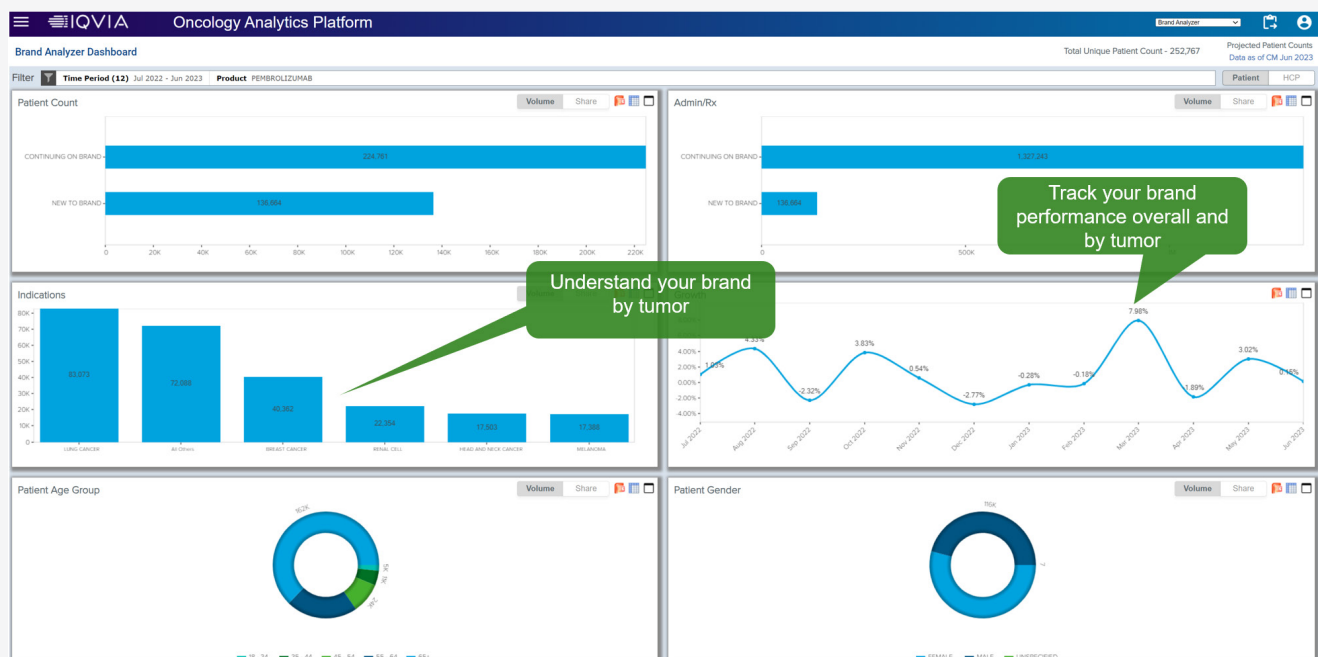
In this final example, the small biopharmaceutical company that received accelerated product approval has advanced to the post-launch stage. To monitor how the actual launch performance aligned with the market assessment and engagement planning, Sarah, who was promoted to overall Commercial Director, continued using IQVIA Oncology Analytics Platform. The launch tracking assessments were still utilizing the same

underlying Real World Solutions dataset, so it was easier to understand to what extent the planning assessments aligned with the actual performance tracking.

When tracking key performance indicators (KPIs) for monitoring the launch performance, it is essential to analyze the market, the brand share, and the individual practice trends, so Sarah's team engaged three modules within the Oncology Analytics Platform for this purpose.

| KPIs   | Metrics  | Module Utilized                         |
|--|--|---|
| Overall market and practice growth rate            | Patient volume<br>Practice-level identification    | Landscape Analyzer<br>Practice Analyzer |
| New patient starts share                           | Patient share<br>Competitors that are losing share | Landscape Analyzer<br>Brand Analyzer    |
| Patient share in the second-line setting           | Patient share, line of therapy                     | Landscape Analyzer<br>Brand Analyzer    |
| Penetration of leading oncology practices          | Practice level, patient volume, and share          | Practice Analyzer                       |
| Initial patient characteristics vs. key competitor | Age, gender, payment type                          | Landscape Analyzer<br>Brand Analyzer    |
| Brand share by indication (see below)              | Patient share                                      | Brand Analyzer                          |

## Oncology Analytics Platform - Brand share by indication - Brand Analyzer module





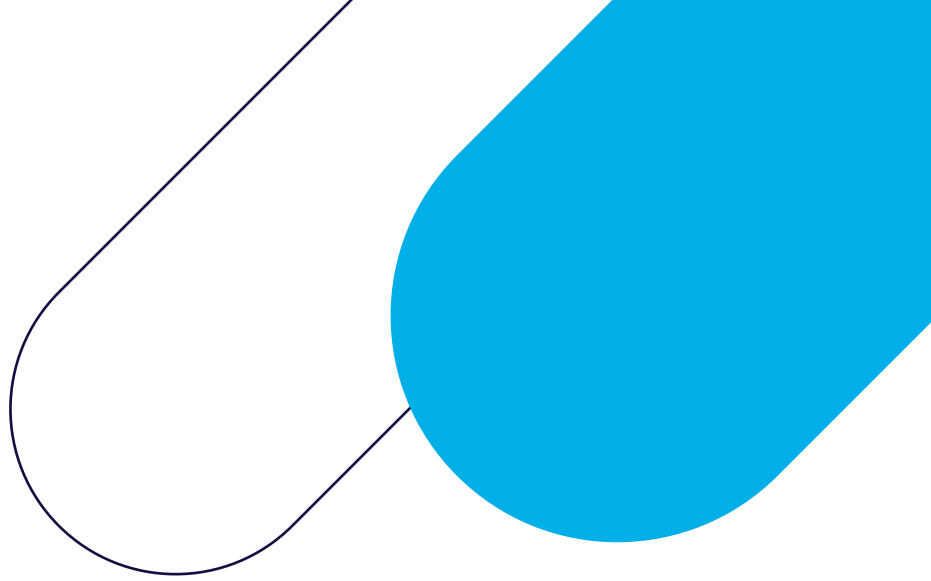
## Conclusion

In the pre-launch clinical stages of product development, biopharmaceutical companies often have different development priorities (e.g., clinical planning, production), so they don't have all the resources, time, or expertise to fully invest in commercial analytics to support their planning needs. IQVIA Oncology Analytics Platform allows these companies to work quickly and efficiently with large data sets to optimize the value they receive from their commercial data. The benefit of

this data efficiency is that the analytics team can focus on product strategy instead of getting bogged down in market definition meetings or trying to visualize large data sets.

The platform has been built to address multiple commercial questions, as you move from initial planning, to execution planning, to monitoring performance. As these dynamic companies grow and evolve, IQVIA Oncology Analytics Platform can support their changing needs so companies can confidently optimize their assets.

*Please let us know if you would like a more in-depth presentation and demonstration with real data to assess if this tool is the right fit for your organization.*



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