

NorstellaLinQ: Addressing Cost Barriers and Enhancing Medicare Access Strategies to Improve Commercialization Strategy

Overview

A pharmaceutical manufacturer sought to enhance their product's commercialization strategy by analyzing patient profiles, the market access landscape, and competitive dynamics. The client was aiming to:

- ✓ Refine its market access strategy to address affordability challenges.
- ✓ Identify unmet needs in the treatment landscape for recurrent infections.

Challenge

A pharmaceutical manufacturer faced challenges in optimizing their product's commercialization strategy, particularly in addressing affordability barriers and identifying unmet needs for treating recurrent infections. They sought to refine their market access approach and gain deeper insights into patient profiles and competitive dynamics.

Solution

MMIT partnered with the client to deliver actionable insights, leveraging its real-world data (RWD) assets, known as NorstellaLinQ, along with its RWD engagement team, to provide:

- Analysis of abandonment patterns and their link to coverage gaps and affordability challenges.
- Competitive intelligence highlighting the diminishing effectiveness of alternative therapies in recurrent disease cases.
- A roadmap for addressing Medicare payer challenges using claims and market trend data.

Outcome

MMIT's RWD engagement team translated complex RWD into actionable insights, which helped the client tackle affordability and access challenges in a complex therapeutic area. By addressing barriers to effective treatment adoption, the client not only improved patient outcomes, but also strengthened its market presence in a competitive landscape.

NorstellaLinQ helps clients optimize payer strategies and improve patient outcomes.

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