

# Analyzing the Patient Journey

Quickly Translate Multiple Data Sets into Visuals and Actionable Insights



## Industry Drug Trends

Pharma leadership recognizes the need to leverage data and analytics to address the new commercial challenges.

**53%**

53% identified data and analytics as their top investment priority to build their transformation strategy over the next two years.

**30%**

More than 30% of global healthcare industry professionals are currently using big data/analytics in the marketing and sales process and expected to increase use of it in the next two years.



There is growing acceptance of syndicated data sets and real-world data use from regulators, payers, prescribers, and patients.

## How Longitudinal Data Analysis Benefits Both Payers & Pharma



### > For Payers

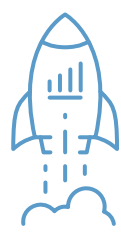
- Enhances understanding of the value of RWD/RWE to fill RCT evidence gap
- Provides high-quality data for formulary placements and coverage decisions



### > For Pharma

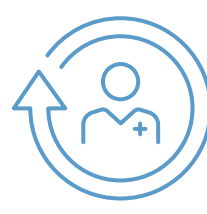
- Provides insight into impact of treatment denials
- Analyzes impact of switch to different treatment due to payer denial
- Analyzes matched-cohort studies with similar patients who received denied treatment
- Provides real-world, long-term comparative effectiveness and safety data
- Informs prescription patterns, healthcare resource utilization, costs & economic endpoints

## Challenges of Analyzing Large Patient/Payer Datasets



Skyrocketing data growth – 36% forecasted annual growth rate through 2025

Different data in multiple formats



Fragmented patient records across data sets

Lack of experienced data analysts to perform the analyses need to create actionable insights



## Patient Access Analytics Offers Unique Real Time Visualizations...

## ...That Help Pharma Commercial Teams Solve Their Market Access Challenges



- Offers a unique but flexible view capable of ingesting multiple data sets into a singular patient-level view
- Translates information into visualizations that allow for actionable insights
- Includes a dedicated market analyst
- Provides commercial teams the power to analyze longitudinal data quickly, consistently, and efficiently with deep flexibility and transparent patient-centric architecture
- Requires no coding experience, since the tool is capable of being used by anyone in a simple web-based point and click solution

- Maximize access to treatments so patients receive the care they need
- Develop brand strategy for launch or competitive market disruption
- Conduct payer negotiation and contract targeting
- Develop field sales deployment strategy
- Create promotional marketing strategy and promotional claims
- Target marketing interventions where education will have the highest impact
- Use Patient Access Analytics' flexible design to answer any type of question with your own data

[Learn more about how Patient Access Analytics](#) can drive better outcomes and maximize access to treatments