



USE CASE

NorstellaLinQ: Integrated Data and Analytic Expertise for a Competitive Edge in the Breast Cancer Market

How One Manufacturer Used NorstellaLinQ's Insights and Consulting Services to Find Opportunity in a Crowded Oncology Market

When a global pharma company needed to understand the competitive landscape for its breast cancer drug and develop comprehensive commercialization strategies, it reached out to MMIT for help.

Scenario

A global pharma company whose early-stage breast cancer drug had a longtime stronghold on the marketplace saw volume for its drug decrease when its competitor launched a similar treatment. The client's drug was still being prescribed at many healthcare organizations, but was ceding share to its competitor's

drug, especially at major academic centers. Furthermore, the competitor's drug had a specific indication that the client's drug lacked, presenting a strategic challenge. To avoid losing ground in the market, the client needed both insights and consulting expertise to understand where its drug was falling short.

Solution

The client used NorstellaLinQ, a fully integrated real-world data ecosystem with claims, labs, and electronic medical records (EMR) data, to identify new-to-brand biomarker-eligible patients. With NorstellaLinQ, MMIT projected how many monthly scripts the client's drug would capture in its segment over the year, highlighting opportunities to quantify and shift the drug's trajectory in the evolving marketplace.

Leveraging the breadth and depth of unstructured data gave the client patient-specific insights that showed the stage and progression of the disease. By combining NLP, real-world data, and Norstella's analytic consulting expertise, the client determined how insights around understanding disease progression and HCP behavior could be used to enhance commercialization efforts and therapy uptake.

Success

The combination of data and consulting helped the client quantify market shifts to uncover strategic opportunities and guide commercial planning. NorstellaLinQ's integrated set of claims, labs, and EMR data helped uncover new insights about the treatment, and partnering with Norstella and MMIT's clinical and medical science teams helped the client achieve its overall commercialization goals.

This integrated real-world data approach delivered actionable insights to support the breast cancer drug's strategic positioning, market evolution, and long-term growth planning. NorstellaLinQ's unstructured EMR capabilities brought critical color to the dynamics of the competitive landscape, helping the client rise above competitors by capturing the "why" behind treatment decisions.

Find Your Strategic Opportunities

NorstellaLinQ's integrated data set and consulting expertise delivers breakthroughs in commercialization and brings you closer to the patient than ever before.

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