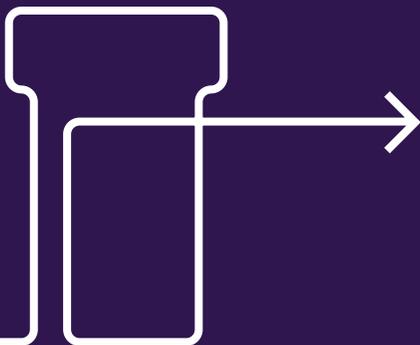




# Using data and analytics to develop and commercialize pharmaceuticals



**A GUIDE TO THE DATA & ANALYTICS  
YOU NEED TO:**

- Improve sales & marketing effectiveness
- Engage experts
- Advance your go-to-market strategy

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# Introduction

In a competitive, constantly changing pharmaceutical market, your challenge is knowing how to differentiate your drug and how to align your messaging with the unique needs of your prospects. You need access to key market insights about provider pain points, the patients within your target disease state, and the industry experts who will help you advance your go-to-market strategy. To successfully execute each of these steps, you need a data-driven market approach.

Definitive Healthcare's data and analytics platform helps thousands of companies deliver an informed go-to-market strategy. We deliver more than 95 percent accuracy on key provider and practitioner insights—with verified intelligence on over 9,200 hospitals and IDNs, 2 million physicians and other allied healthcare professionals, and more than 8 billion claims covering 330 million patients.

Our goal in writing this e-book is to help you—the sales executives, marketing managers, and decision makers—advocate for new data-driven strategies within your organization and, ultimately, to win new sales opportunities.

**Here, we'll take a step-by-step look at how you can incorporate healthcare industry data into your go-to-market planning to:**



Build your strategy around prospects' needs and challenges



Deliver an irrefutable, data-driven value proposition



Identify and size your total addressable market



Target the industry leaders who will help you advance your drug

STEP

1

# Using data and analytics to understand your market

## → 3 key questions to answer about your client market

1. What challenges are my provider prospects facing in both choosing and administering drugs?
2. How can I utilize that information to inform and improve my sales approach?
3. How can I connect with medical experts and key opinion leaders to expand my market research and incorporate their expertise?

## Beginning your market research

The first step in launching any new drug or therapy is **market research**. Before you can plan your go-to-market strategy, craft your value proposition, or approach industry experts, you need to be able to address the following questions:

- What is the current industry need for this drug?
- What are the challenges that might impact drug adoption?
- How will this drug be received by patients and providers?

Incorporating industry reports or survey results into your market research is one way to access key provider insights from the prospects you'd most like to target.

Definitive Healthcare sponsors multiple studies to survey care providers and leaders of healthcare-adjacent organizations to discover what is most important to them.

We hosted a Medication Management Study to gain a deeper understanding of current challenges in clinician workflows. Let's take a look at how these might impact new drug adoption.

## Medication management study highlights key challenges

The Definitive Healthcare Custom Research Team released the results for its 2019 Medication Management Study in partnership with Becton Dickinson (BD). BD is an American medical technology company that manufactures and sells medical devices, instrument systems, and reagents.

In this study, Definitive Healthcare and BD collected online survey responses between January and February 2019 with respondents in the pharmacy, nursing, IT, and prescriber markets.

The results demonstrated that the current medication management process is complex and spreads across multiple departments:



Fig 1 - Medication Management Process.

From the point of medication ordering to administration, that prescription may have passed through as many as six checkpoints. This lengthy process can negatively impact patient safety, staff productivity, and healthcare costs.

## Top provider pain points in the medication management workflow

According to the study, there are many pain points that interfere with day-to-day medication management. Here are the biggest challenges respondents reported:

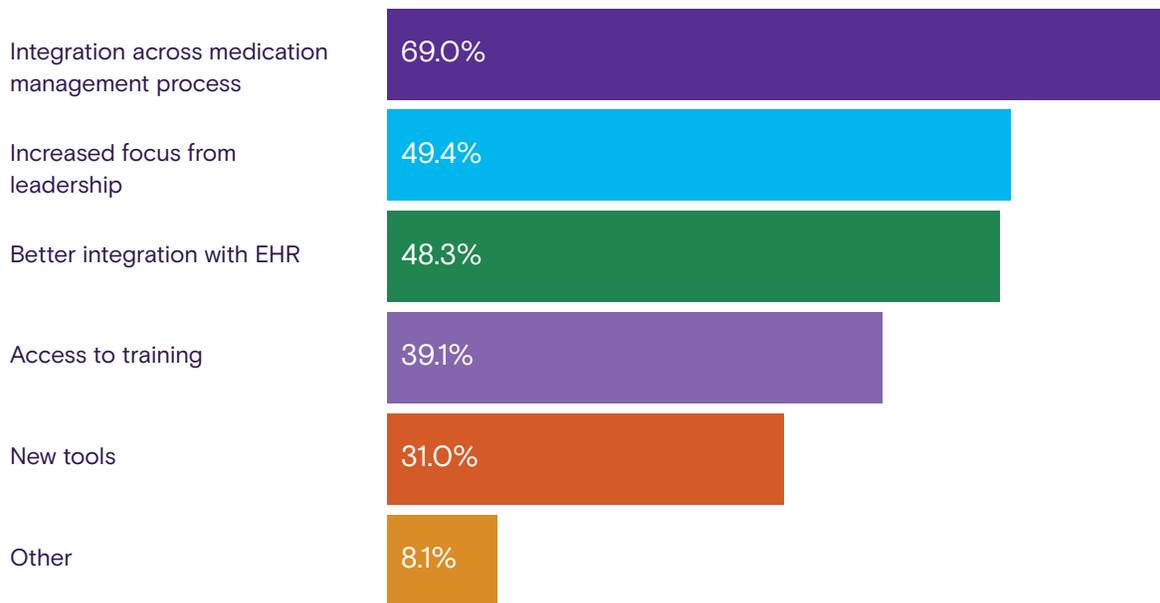


Fig 2 - Results from Definitive Healthcare & BD's Medication Management Study.



**Limited analytics capabilities is the biggest pain point**

Respondents state that limited analytics capabilities is the biggest pain point with their medication management workflow. Failure to integrate interoperable technology solutions might, for instance, lead to miscommunication throughout the workflow process.

Pain points making up the “other” category in the medication management study included inventory management, medication documentation, ordering processes, medication preparation, medication distribution, and medication waste.

## How disparate medication management technologies impact your go-to-market strategy

In this study, Definitive Healthcare and BD found that not only is medication management already a complex process, but it also involves disparate systems. Provider organizations from the study

PROVIDERS USE

4.5

DIFFERENT VENDORS  
ON AVERAGE

have, on average, 5.8 different medication management solutions. The top three technologies are pharmacy systems, automated dispensing cabinets, and smart infusion pumps. Across those solutions, providers are using 4.5 different vendors on average.

The complexity and lack of [interoperability](#) creates inefficiencies in this process, which could impact drug delivery. Understanding the realities of the medication management workflow is one way to preemptively improve your drug's performance in the market.

**Suppose, for instance, that your new drug is a biologic.**

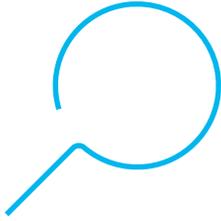
- Will drug performance be impacted by lack of refrigeration during transportation to the point of administration?
- Will target facilities have the necessary equipment and expertise to administer specialty pharmaceuticals?

These are key questions to answer when considering your go-to-market strategy.

### Connecting with key opinion leaders

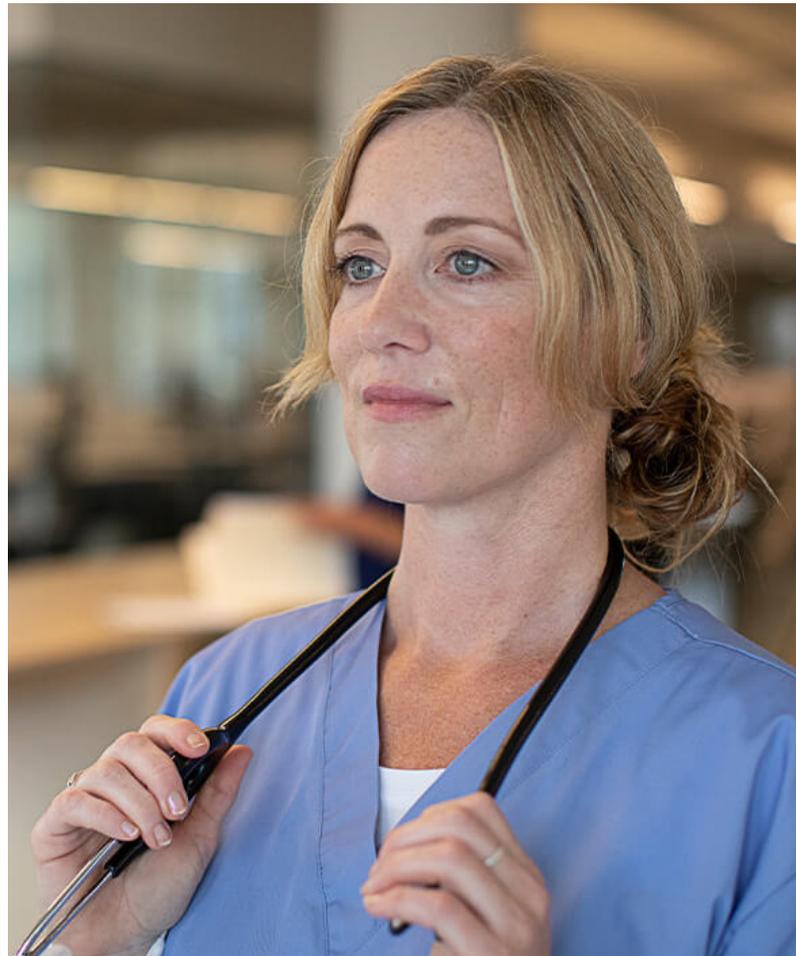
Another way to advance your market understanding is by connecting with experts from inside the industry. These experts—or key opinion leaders (KOLs) are experienced physicians and scientists generally trusted to give candid feedback and communicate clinical breakthroughs to other practicing physicians.

While these thought leaders are most often sought out during the late stages of drug development, they can also be helpful communicators of the improved outcomes possible with your therapy at launch and during commercialization.



Because of their clinical experience, key opinion leaders can be extremely helpful to drug development and commercialization strategies. **So how can you identify and engage clinical experts?** Our Monocl solutions help Medical Affairs organizations identify, prioritize, and engage the right experts on a global scale with unparalleled efficiency and specificity.

Monocl ExpertInsight offers unparalleled intelligence on millions of experts across the globe, right at your fingertips, when and where you need it.



## Using Monocl, you can easily:



### IDENTIFY EXPERTS

Search and filter using your specific criteria on millions of data points to identify the right experts



### COMPARE EXPERTS

Compare experts across the globe using powerful ranking algorithms and filters to gain insights in seconds regardless of whether you are looking for rising stars, emerging research areas or competitive intelligence.



### DRIVE ENGAGEMENT WITH EXPERTS

Build and deliver valuable strategic initiatives to orchestrate expert engagement across the organization, continuously staying updated on new research and activities, within a shared collaborative environment.

STEP

2

## Informing your go-to-market with healthcare analytics



### 3 key questions to answer when developing your go-to-market strategy

1. How can I leverage healthcare data to target my ideal patient cohort?
2. Which data and metrics will help me identify treatment-ready patients?
3. What actionable insights can I derive from healthcare analytics to optimize my sales approach?

### How to accelerate your go-to-market strategy with medical claims data

Medical claims data contains critical information about the clinical care that patients receive—including details about diagnosis, treatment, and even provider reimbursements. Claims analytics provide key insights into provider referral patterns, common patient co-morbidities, as well as diagnosis, procedure, and prescription volumes at a given hospital.

Incorporating this data into your go-to-market strategy allows you to not only see where patients are receiving care for a given disease, but from whom.

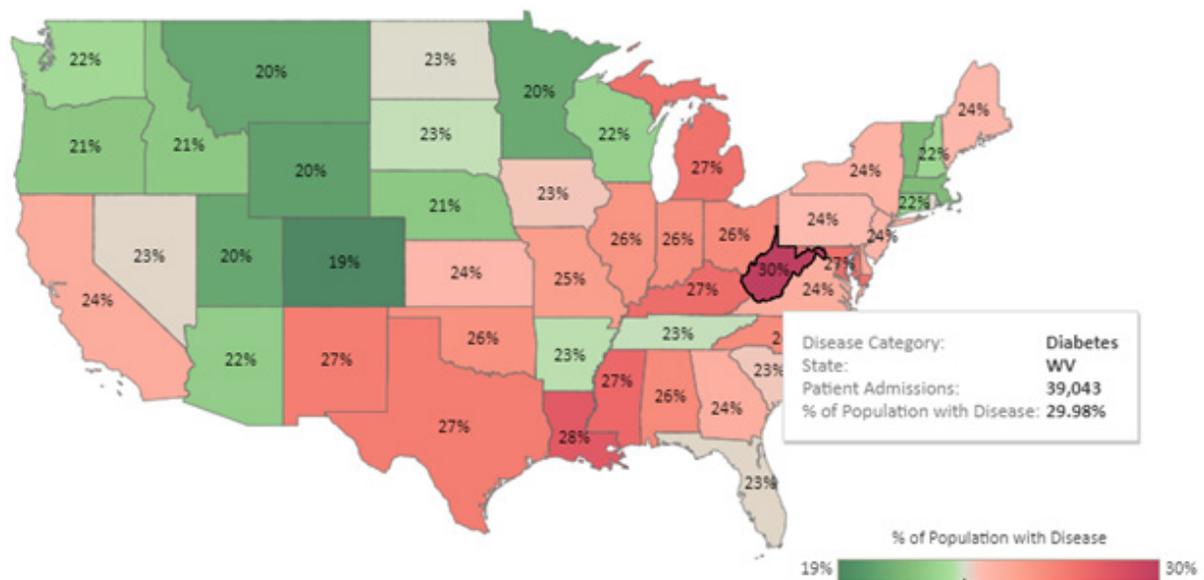
## DATA DIVE

# How do you identify treatment-ready patients? Here's the multi-step process

The Definitive Healthcare [medical claims database](#) combines intelligence from over 9,200 hospitals and IDNs, 2 million physicians and allied health professionals, and more than 8 billion claims covering 330 million patient lives.

You can use this platform to find the populations most affected by certain diseases or chronic illnesses, hospital-acquired conditions or infections, or therapy areas.

Let's use diabetes as an example. By percentage, West Virginia has the greatest population of Medicare patients living with diabetes, according to Definitive Healthcare's visual dashboard. The state with the greatest hospital admissions due to diabetes, however, is Texas. Depending on the criteria you're using to assess eligible patient populations, either of these states could be good candidates for new initiatives to manage and prevent diabetes.



**Fig 4** - Image from Definitive Healthcare's visual dashboard on therapy area analytics for diabetes.



Let's use another example to understand how you might use claims data to size your total addressable market and advance your go-to-market strategy.

Say, for instance, that you're developing a new drug for patients with chronic pain.

Definitive Healthcare's medical claims data shows that 233,282 patients were diagnosed with chronic pain syndrome in 2019 (ICD-10 Code G894). This is an excellent starting point, but it doesn't tell you anything about where those patients are being treated, what sort of pain they're experiencing, what their treatment history looks like, and which of those patients will be ideal candidates for your drug.

Identifying and isolating those treatment-ready patients will not only help you advance your go-to-market strategy but will also help you ensure sales success.

**The question now is:** how, exactly, do you identify patients who are ready for your drug?





Here, we'll take a step-by-step look at how you might use medical claims data to launch a new drug for patients with chronic pain.

## 1. Build your patient cohort by determining your ideal candidate profile

The first step in understanding your total addressable market is to identify and size the patient population within your target disease state.

**Use information from more than 8 billion claims to help you search for patients who:**

- have been seen for a certain diagnosis
- filled a certain type of prescription
- underwent a specific procedure
- visited a certain type of doctor or specialist

With access to this volume of information, you will want to customize your ideal patient cohort by age group, gender, geography, diagnosis, co-morbidities, prior treatments, and provider details.

For the purposes of this example, a cohort was built for patients who have been seen for chronic pain and have also received a steroid injection procedure for pain management.

Once you've populated your search terms, you can pinpoint where those patients have sought treatment within your diagnostic and geographic parameters.



## 2. Use medical claims data to target providers with treatment-ready patients

You can also use medical claims data to trace physician referral patterns to both in-network and out-of-network providers. By tracing these referral patterns, you can target the specialists treating the greatest numbers of patients within a given disease state.

Our claims information shows a specific physician who has among the highest patient volumes of all providers in Texas performing steroid injection treatments for chronic pain—with a total of 1,752 chronic pain patients.

Accessing this information means that you can target your sales and marketing strategies to influence those physicians treating and referring the patients who will most benefit from your drug or device.

STEP

3

## Crafting a data-driven value proposition

### 3 key questions to answer before writing your value prop

1. Which data points help me to distinguish my drug within the market?
2. In what ways will a data-driven value proposition differentiate my drug from the competition?
3. What is the state of my organization's access to data-driven insights that are relevant to my prospects and customers

### Developing biopharma value props for selling into healthcare

An effective value proposition communicates three points: what your drug is, what your drug does, and in what ways your drug is essential in treating patients with a given disease or condition. But in order to effectively deliver your value proposition—and, ultimately, to improve patient outcomes—you need to support your claims with irrefutable, data-driven insights.

You need to know the diagnosis and procedure codes relevant to your drug, map where they're most prevalently reported, and identify the care providers diagnosing and treating these illnesses.



## How data-driven insights elevate your value proposition's effectiveness

In order to successfully communicate the value of your treatment, you need to demonstrate the exact ways in which your drug will treat existing conditions, improve care outcomes, and save money.

When engaging with customers and prospects, data-driven insights can fortify your message. Claiming that your treatment can “improve care,” is less effective than saying “reduce readmission rates.” In the best-case scenarios, you have hard numbers based on patient outcomes — i.e. “this treatment has been shown to reduce readmission rates by 13 percent in 6 months.”

The most effective value propositions for medical facilities will also incorporate clinical and [quality performance data](#) specific to each target facility within your market segment. In order to impact a hospital's bottom line, after all, you have to understand their bottom line.

Utilize hospital metrics like 30-day readmission rates, patient mortality rates, common co-morbidities, patient volumes, and referral patterns in your value proposition to craft a much more compelling introduction.

## Essential Components of a data-driven value proposition

There are three key components in an effective value proposition. Knowing how to strengthen these areas with data-driven insights will help you make the most of your conversations with key influencers and decision-makers.

### 1. INTRODUCE A COMPELLING KEY DIFFERENTIATOR

What is the biggest differentiator of your drug? The evidence should be memorable, meaningful and—most importantly—very specific about the end-benefits of your therapy.

### 2. BACK YOUR DIFFERENTIATORS WITH DATA-DRIVEN INSIGHTS

What are the standout features or benefits of your treatment? Identify critical real world data and patient outcomes that validate your differentiators. Include evidence from clinical trials or post-marketing studies.

### 3. REINFORCE YOUR MESSAGE WITH VISUAL INDICATORS

You've already communicated the benefits of your drug and supported those claims with evidence. This is an opportunity to reinforce your message with graphs, charts, maps, or other visual elements. Use these visuals to outline increases in drug success rates, decreases in rates of patient readmission or mortality, and demonstrate industry need.



## Take action

### Ready to get started?

Jump start your go-to-market strategy with the data-driven healthcare insights that you need now. Start a free trial with Definitive Healthcare today.



EXPLORE  
OUR DATA

For more information please call (508) 720-4224 or visit our website at [www.definitivehc.com](http://www.definitivehc.com) to learn more about the Definitive Healthcare data and analytics platform.