

Territory-Level Alerts Expand Rep Tool Kits for a Leading Biologic

INTRODUCTION

Specialty and rare diseases have undefined patient populations who are undiagnosed or misdiagnosed, health care providers (HCPs) who are unaware of disease states and their manifestations, as well as treatment journeys that are not well-understood. IPM.ai transforms real world data into real world insights that uncover the ideal patient, their treatment journey and their healthcare ecosystem so that life sciences companies can accelerate the successful development and commercialization of life-saving therapies for specialty and rare diseases that lead to optimal patient outcomes quicker, with less risk.

THE CHALLENGE

A top pharma client with a leading aesthetics division was promoting a specialty biologic to treat neuromuscular conditions. The provider landscape had shifted considerably due to COVID-19, causing personal promotion to stagnate. The field reps were seeking new tools and technologies to identify critical market events and remain motivated.

THE SOLUTION

IPM.ai designed business rules that reflected brand-specific goals and analyzed the history of 300M de-identified patients over multiple periods. This information was used to discover those that had abandoned the therapy and structured insights for seamless integration directly with Veeva.

IPM.ai designed business rules that reflected brand-specific goals and analyzed the history of 300M de-identified patients over multiple periods.

A total of 11,000 high-value treaters who were not previously identified were uncovered.

THE OUTCOME

A total of 11,000 high-value treaters who were not previously identified were uncovered. With automated delivery of biweekly territory-level alerts at scale through Veeva, high-value neurologists (who were not captured in semesterly targeting) were identified as they returned to the field, at an increase of 47%. This resulted in over 20 specialty types spotlighted and demonstrated the value of PCPs, who comprised ~25% of all treating HCPs yet accounted for just 1% of all targets.

About IPM.ai

IPM.ai (www.ipm.ai), a part of Real Chemistry, is an Insights as a Service (IaaS) provider that empowers the world's leading life sciences companies to better understand and improve the lives of patients through the commercialization of precision medicine for specialty and rare diseases. IPM.ai's system of insight optimizes drug development, clinical study, product launch and commercial operations by utilizing granular-level longitudinal analytics, artificial intelligence and machine learning in conjunction with a real world data universe of over 300 million de-identified patient journeys and 65 billion anonymized social determinants of health signals.