

# CASE STUDY

## GO-TO-MARKET COMMERCIAL DATA PLATFORM ENABLED BY AXTRIA DATAMAX™

COMMERCIALIZING ORPHAN DRUG FOR SMB PHARMA ORGANIZATIONS



### INTRODUCTION

The orphan drug market is predicted to generate \$217 billion by 2024, which is 18% of the overall prescription sales. The orphan drug market is historically dominated by the massive pharmaceutical company or biotech corporations; however, Small-Medium Businesses (SMBs) also attempt to form their presence felt.

With approximately 7,000 rare diseases and only about 10% having effective treatments, Orphan drugs for rare diseases gift pharmaceutical corporations with the vast chance to handle the unmet medical wants. Several US patients are tormented by these rare diseases (around 25-30 million people).

The Orphan Drug Act giving the regulatory incentives, has conjointly acted as a catalyst and created the pharmaceutical companies to respond with targeted R&D efforts to bring new orphan medicine to the market. However, the model with success launch and commercialize orphan drugs aren't identical to non-rare diseases, requiring pharmaceutical companies to assume and act otherwise. In many ways, the commercialization of the orphan drugs represents a selected case of the industry's shift to specialty medicines and how pharmaceutical company corporations should respond otherwise to those new challenges.

This illustration details how Atria helped an SMB pharma client develop a commercial data platform for a new product launch and commercial success.





## BUSINESS SCENARIO

- The client was launching their first product, an orphan drug in the AED market
- They desired a commercial data platform to support the pre-launch and launch of the product
- Axtria was the chosen partner based on end-end capabilities in Life-sciences commercial data and analytics
- Robust & scalable reporting solution to track product launch for Field & Home Office Reporting daily

## AXTRIA'S APPROACH

Axtria followed a multi-steps approach:

1. Engaged continuously with patient services and commercial teams to map the complete patient onboarding journey , identify specific data points critical for insights and to enable a system that tracks (anonymized) patient level insights
2. Collaborated to develop a specialty pharmacy data strategy
3. HIPAA compliant lead management database to collect data from social and email marketing channels and match patient/caregiver data
4. Commercial Data Platform on Axtria DataMAx™ established Data warehousing and Business Intelligence capabilities
5. Axtria MarketingIQ™ based campaign management system set up for unbranded and branded websites
6. High engagement with crucial business stakeholders from Field & 'C' level executives to design interactive & actionable reporting solutions using Tableau

### Solution overview and use-cases addressed

| DATA SOURCES   | DataMax  | BI Outputs   | Business Use Cases Addressed  |  |
|--|--|--|---|--|
| <ul style="list-style-type: none"> <li>• Alignment</li> <li>• Hierarchy</li> <li>• Segmentation</li> <li>• CRM</li> <li>• 3PL</li> <li>• Specialty Pharmacy</li> <li>• Patient HUB</li> <li>• Prescriber-Payer</li> <li>• Non-Personal Promotions</li> </ul> | <ul style="list-style-type: none"> <li> Data Intake</li> <li> DQ Checks</li> <li> Business Rule</li> <li> DWH</li> <li> MDM</li> <li> Lead Database (HIPAA Compliant)</li> </ul> | <b>Field Reports</b> <ol style="list-style-type: none"> <li>1. Patient on-boarding</li> <li>2. Geography Performance</li> <li>3. Physician Overview</li> <li>4. Physician Details</li> <li>5. Market Performance</li> </ol>  | <b>SP Data Aggregation</b> <ul style="list-style-type: none"> <li>• Consulting support to ensure available of key attributes</li> <li>• Aggregation of SP Data</li> <li>• Standardized data model scalable to additional SPs</li> </ul>   |  |
|  |  | <b>HQ Reports</b> <ol style="list-style-type: none"> <li>1. Executive Dashboard</li> <li>2. Brand Performance</li> <li>3. Tactic Analyzer</li> <li>4. Patient Services</li> <li>5. Payer Performance</li> <li>6. Operational Performance</li> <li>7. Patient Behavior</li> </ol> | <b>Patient Tracking</b> <ul style="list-style-type: none"> <li>• Integration of Patient data across REMS, Patient Hu, SP and Co-pay data</li> <li>• Ability to track patient through the entire fulfillment journey</li> <li>• Proactive tracking of patient behavior to identify improvement opportunities in adherence and persistence</li> </ul> |  |
|  |  | <b>Self Serve Analytics Tools</b> <ol style="list-style-type: none"> <li>1. Physician360</li> <li>2. Patient360</li> <li>3. Geography360</li> </ol>  | <b>Data Quality and SP Performance monitoring</b> <ul style="list-style-type: none"> <li>• Comprehensive DQ checks across data sources</li> <li>• Complex business rules-based checks to ensure integrity of data and accurate insights</li> <li>• SP Performance monitoring to help identify improvement opportunities</li> </ul>                  |  |
|  |  |  | <b>Performance, Customer and Activity tracking</b> <ul style="list-style-type: none"> <li>• Launch tracking through Home Office/Executive dashboards</li> <li>• Focused KPIs for Patient, Physicians and Providers</li> <li>• Self Serve analytics for deep-dive analytics</li> </ul>   |  |
|  |  |  | <b>Marketing Analytics</b> <ul style="list-style-type: none"> <li>• Lead data based to enable engagement of caregivers during pre-launch and launch phase</li> <li>• Tracking customer engagement</li> </ul>  |  |
|  |  |  | <b>Forecasting</b> <ul style="list-style-type: none"> <li>• Comprehensive set of accurate metrics readily for monthly forecasting update</li> </ul>   |  |

## KEY TAKEAWAYS

Axtria enabled the client with several reporting and insights helping them make informed decisions. Please see some illustrative reports & insights with the key takeaways.



### FIELD REPORT – DAILY TRACKER

- Provides daily of Patients and Physicians progress in the system
- Actionable insight by identifying any bottleneck in patients or physician process
- Helps sales rep in achieving their goal for Patient and Physician REMS enrollment
- Enables Sales directors to manage the progress of their territories

**AXTRIA DataMAX** Patient Onboarding Daily Tracker Last Refresh Date: 07-15-2020

Territory:  Region:

**Clear Filter**

|                                       | #LTD | Change | For Review                                     |
|---------------------------------------|------|--------|--|
| Physicians REMS Certified             | 3    | 0      |  |
| Patients Referred                     | 12   | 2      | > 1 week delay in registration - 1             |
| Patients Completed REMS Test Lab      | 11   | 0      | > 2 Week Delay in REMS Test Lab Completion - 4 |
| Patient Rx Form Received              | 11   | 0      |  |
| Patients Pending EV                   | 0    | -1     | Claim / Appeal Denied - 1                      |
| Patients with Approved Payer Coverage | 6    | 0      |  |
| Trigged to SP                         | 6    | 0      |  |
| Active Patient                        | 8    | 2      |  |
| Follow up REMS Test Lab Scheduled     | 4    | -8     | Patient in Grace Period - 6                    |

**Patient Details** Click on a Patient to view additional details

| Patient Id | HCP Name              | Referral Date | Most Recent Status          | #Days |
|------------|-----------------------|---------------|-----------------------------|-------|
| 120120     | Archana Shetty        | 2019-10-31    | Active - Shipped            | 2     |
| 120121     | Archana Shetty        | 2019-11-01    | Active - Shipped            | 5     |
| 120122     | Christopher Gasser    |               | Active - Shipped            | 1     |
| 120123     | Belinda Yaeger        | 2019-11-01    | Active - Shipped            | 1     |
| 120124     | Belinda Yaeger        | 2019-11-04    | Closed - Cancelled          | 7     |
| 120126     | Benjamin Chappell     | 2019-11-07    | Active - Shipped            | 2     |
| 120127     | Benjamin Chappell     |               | Active - Shipment Scheduled | 10    |
| 120128     | Barbara Coulter-Smith | 2019-11-11    | Pending - Appeal in Process | 2     |
| 120129     | Barbara Coulter-Smith |               | Closed - REMS Closed        | 3     |
| 120130     | Benjamin Chappell     | 2019-11-12    | Active - Shipped            | 1     |
| 120132     | Benjamin Chappell     | 2019-11-18    | Active - Shipped            | 2     |
| 120134     | Barbara Coulter-Smith | 2019-11-13    | Active - Shipped            | 3     |

**Additional Details for Patient - None**

| Last REMS Test Lab Date | REMS Test Lab Physician Name | Next Expected REMS Test Lab | REMS Test Lab Scheduled? | REMS Test Lab Scheduled Date | REMS Enrollment Form |
|-------------------------|------------------------------|-----------------------------|--------------------------|------------------------------|----------------------|
|                         |                              |                             |                          |                              |                      |

| Primary Insurance | Insurance Type | Enrolled in FDP? | FDP Enrolled Date | Patient Type | HUB Enrollment Form |
|-------------------|----------------|------------------|-------------------|--------------|---------------------|
|                   |                |                  |                   |              |                     |

| Last Shipment Quantity | Last Shipment Date | Current Dosing | Refills Remaining | Status Form |
|------------------------|--------------------|----------------|-------------------|-------------|
|                        |                    |                |                   |             |

Geography Performance | Physician Overview | Physician Details | Competitor Performance | Daily Report





**FIELD REPORT – PHYSICIAN OVERVIEW**

- Provides key details of all physicians in each territory or region.
- Helps in prioritizing the targeted physicians based on their segment and practice type

**AXTRIA DataMAX** Physician Overview Last Refresh Date: 07-15-2020

Territory: **AR** Region: **AR** Clear Filter

|                      |                               |                               |   |   |                                    |
|----------------------|-------------------------------|-------------------------------|---|---|------------------------------------|
| All HCPs<br><b>5</b> | Segment H Writers<br><b>3</b> | Segment M Writers<br><b>1</b> | Target HCP not REMS Certified<br><b>2</b> | Certified Target HCPs without REMS Referral<br><b>0</b> | Target HCPs not Called<br><b>0</b> |
|----------------------|-------------------------------|-------------------------------|---|---|------------------------------------|

**Physician List** Sort By: HCP Name Search Physicians: Search HCPs:

| HCP Name            | NPI#      | Specialty        | Office Setting | HCO                    | Segment | REMS Status | Patients REMS Referred | Patients REMS Active | Last Referral Date | Patient Pending In HUD | Cancelled Patients | Active Patients | Discontinued Patients | Total Calls | Avg Calls/Quarter | Last Call Date |            |
|---------------------|-----------|------------------|----------------|------------------------|---------|-------------|------------------------|----------------------|--------------------|------------------------|--------------------|-----------------|-----------------------|-------------|-------------------|----------------|------------|
| ARCHANA SHETH       | 15201249  | UWYNOM           | Comm           | Providence Hospital    | High    | Complete    | 2                      | 2                    | 11/10/19           | 0                      | 0                  | 0               | 0                     | 0           | 0                 | 0              | 01/10/2020 |
| ARSHANA COLTER-UMFU | 148728634 | NEUROLOGY        | Community      | Oakland Medical Center | High    | Complete    | 3                      | 2                    | 11/10/19           | 1                      | 0                  | 1               | 0                     | 12          | 6                 | 10/02/19       |            |
| WIPRUX YALCIB       | 128524742 | NEUROLOGY        | Comm           | UCSF                   | High    | Pending     | 2                      | 2                    | 11/10/19           | 0                      | 1                  | 1               | 0                     | 0           | 1                 | 0              | 05/03/2020 |
| BENJAMIN CAMPBELL   | 171051764 | CHILD PSYCHIATRY | Community      |                        | Medium  | Pending     | 4                      | 4                    | 11/10/19           | 0                      | 0                  | 4               | 0                     | 7           | 3                 | 10/02/19       |            |
| CHRISTOPHER GLAZER  | 202211821 | PSYCHIATRY       | Community      | Providence Hospital    | High    | Complete    | 1                      | 1                    | 11/10/19           | 0                      | 0                  | 1               | 0                     | 0           | 0                 | 0              | N/A        |

Geography Performance
**Physician Overview**
Physician Details
Competitor Performance
Daily Report

**HOME OFFICE - PATIENT TRACKER**

- 360 view of Patient data across REMS, Patient Hub, SP
- Ability to track patient through the entire fulfillment journey
- Ability to drill down on any stage and identify the patients in that stage
- Enables teams to take quick action on patients appearing in Risk or Bottleneck

**Daily Patient Tracker** Last Refresh Date: 07-15-2020

Filters: Territory: All, Region: All, Patient Type: All, Risk/Bottleneck: Bottleneck Clear Filter

|                                  |  |  |  |                                   |                                  |                                     |  |
|----------------------------------|--|--|--|-----------------------------------|----------------------------------|-------------------------------------|--|
| Every patient REMS Form received | Patient REMS Enrolled                        | Patient Completed REMS Test Lab                    | Patients Completed Hub Enrollment            | Patients with approval Benefits   | Patients with Benefits Delivered | Traged to SP                        | Active Patients                        |
| 32                               | 27   | 22   | 1  | 2                                 | 2                                | 10                                  | 10                                     |
| In Process                       | Patients REMS Form Received but not Complete | States Form Not Received                           | X Enrollment Forms Received but not Complete | Patients in SV                    | Delivery Benefits Attempts       | Patient Pending Delivery of Drug    | Shipment Scheduled                     |
|                                  | 2  | 3  | 0  | 0                                 | 0                                | 10                                  | 1                                      |
| Bottleneck                       | > 30 Days in REMS Pending                    | < 10 Days past Referral date without REMS Test Lab | 10 Days from REMS                            | > 10 Days in Benefit Verification | > 10 Days in PA                  | > 10 Days Awaiting Patient Response | Patients in REMS Test Lab Grace-Period |
|                                  | 1  | 0  | 0  | 0                                 | 1                                | 0                                   | 13                                     |

**Patient Details**

| Patient ID | Yob  | Gender | Patient Type   | HCP Name         | Patient State | Territory         | MCO | Benefits Admin | HCP REMS Status | Patient REMS Status | Patient REMS Form Completed | Ben Cc |
|------------|------|--------|----------------|------------------|---------------|-------------------|-----|----------------|-----------------|---------------------|-----------------------------|--------|
| 600010     | 2017 | Male   | Native         | ARCHANA SHARMA   | CA            | SAN FRANCISCO, CA | NA  | NA             | Active          | Active              | Yes                         |        |
| 600020     | 2014 | Female | Clinical Trial | SHARILY PETERSEN | ED            | MOUNTAIN VIEW, GA | NA  | NA             | Active          | Active              | Yes                         |        |
| 600027     | 2016 | Female | Clinical Trial | DONALD DAVIS     | FL            | ORLANDO, FL       | NA  | NA             | Yes             | Yes                 | Yes                         |        |
| 100024     | 2010 | Male   | Clinical Trial | ELIE WIRELL      | NE            | MINNEAPOLIS, MN   | NA  | NA             | Active          | Active              | Yes                         |        |

Navigation: Daily Patient Tracker, Planning





## CLIENT BENEFITS

Axtria was able to achieve the following:

- Robust commercial planning which was continuously refined based on evolving business needs
- Reporting solutions for all user type – Sales Reps, Home Office, Patient Services & Marketing
- Daily tracking of patient onboarding and journey using Reporting solution
- Proactive identification of risks/bottlenecks that can cause patient drop-out
- HIPAA Compliant Patient/Caregiver Lead database
- All critical system capabilities enabled and ready-to-go two months before commercial launch

## CONCLUSION

A well-planned go-to-market commercial data platform should follow an integrated approach from developing a winning commercialization strategy to execution and should be able to address the following challenges that SMB life sciences organizations face:

- Lack of centralized data management
- Lack of metadata and search
- Data quality (inconsistent data formats) and standardization challenges (higher data cleansing efforts)
- Onboarding and integrating the syndicated data at a faster pace
- Higher turnaround time for the data to analytics consumption

With Axtria DataMAx™, Axtria can help SMB life sciences organizations achieve commercial success and address the above challenges, which is based on the five underlying pillars:

1. **Business outcome driven**, with deep therapy areas expertise and experiences with all life sciences relevant analytics use cases
2. **Self-service oriented** with analytics workbench
3. **An end-to-end connected platform**, delivering Data-as-a-Service
4. **An extensible environment** with cloud-based data virtualization and integration
5. **Strong service management**, driven by the outcome-based SLAs

### REFERENCES:

- Axtria Whitepaper: Challenges and Opportunities to Commercialize Orphan Drugs for Rare Diseases in the US (George A. Chressanthos, Ph.D., Principal Scientist, Axtria Inc. / Animesh Arun, Senior Director, Axtria Inc.)
- Axtria Infographic: Rare Diseases - Challenges Associated with Orphan Drug Commercialization
- EvaluatePharma

Founded in 2010, Axtria is a global provider of cloud software and data analytics to the Life Sciences industry. We help Life Sciences companies transform the product commercialization journey to drive sales growth and improve healthcare outcomes for patients. We continue to leapfrog competition with platforms that deploy Artificial Intelligence and Machine Learning. Our cloud-based platforms - Axtria DataMAx™, Axtria SalesIQ™, Axtria InsightsMAx™ and Axtria MarketingIQ™ - enable customers to efficiently manage data, leverage data science to deliver insights for sales and marketing planning, and manage end-to-end commercial operations. We help customers in the complete journey from Data to Insights to Operations.

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