AXTRIA
INGENIOUS INSIGHTS

AIM Axtria Intel Monitor | DATA SHEET

PATIENT ANALYTICS

Gain Actionable Insights With Patient Analytics

How do you identify the highest valued opportunities and position yourself to win? Sales and marketing professionals need to navigate the complex dynamics between patients, Healthcare Professionals (HCPs), health systems and payers to make these important commercial decisions. For specialty products in particular, this often means using patient-level data to identify the specific patient situations where your product can create unmatched value propositions and improve patient outcomes. This is true in each of the following product situations:

- Products with multiple indications or indications for specific patient populations.
- Products with a companion diagnostic test.
- Disease states where patient diagnosis, treatment and management involves multiple HCPs or multiple care settings.
- Disease states with complex treatment protocols, potentially involving multiple lines of therapy, drug regimens consisting of several agents, and a range of treatment options.

Patient centric analytics helps provide better answers to some of the key sales and marketing questions:

- How are patients currently treated?
- Who influences and who makes decisions on treatment?
- With which customers and in which patient situations is my product winning?
- Where are my priority opportunities, and what are drivers and barriers to these?
- What actions do I take, with which customers?

AXTRIA AT A GLANCE

Founded in 2010, Axtria is a global provider of cloud software and data analytics to the life sciences industry. We combine industry knowledge, business process, and technology to help our clients make better data-driven decisions.

Make The Most Of Real World Evidence (RWE) Data

The value of patient analytics is driven by both an increasing need for more granular insights in specialty products and an increasing supply of patient level data, also referred to as RWE data. A variety of RWE data sources are available, including insurance claims (open and closed), Electronic Health and Medical Records (EHRs and EMRs), and internal data from patient hubs to name just a few. To realize the value of patient analytics, it is important to identify the right data and structure the right analyses for your specific business needs. Axtria brings an extensive knowledge of available data sources and a depth of experience in analytics:

- **Identify the right data:** Business questions guide the selection of data. Clinical data with comprehensive longitudinal information is needed to develop patient diagnosis and treatment algorithms. Estimating the volume of patients for a given physician or account requires physician identifiers and sufficient data capture at a physician level.
- **Structure the right analysis:** The complexity of many RWE data sources, combined with incomplete data capture, present analytical challenges. Our approaches address these issues using statistical techniques and triangulation across multiple data sources, building on an in-depth understanding of the inherent attributes of each data asset given how the data is sourced.

Why Axtria?

People: Mature Decision Science practice with deep expertise and experience in patient-centric data sources and analytics.

Process: Structured and best practice processes for implementation and support of all analytics and reporting requirements.

Technology: Delivery accelerators with best-in-class visualization, navigation, mobile, analytics capabilities, and readymade library of KPIs for quick deployment.

To find out how Axtria can help you optimize all aspects of sales performance visit us at www.axtria.com.

Click here to learn more about Axtria Patient Analytics.

Practical Solutions That Drive Commercial Results

Axtria offers a breadth of solutions that address high priority issues faced by market access, marketing and sales teams. Examples include:

- **Patient Journey:** Leverage insight into the patient journey and patient treatment algorithms to inform decisions on where to play and how to win.
- **Market Opportunity Assessment:** Use patient data for market sizing and evaluation of product potential at national, account, and physician level.
- **Customer Segmentation:** Drive segmentation with patient-level data to identify high value opportunities, considering the dynamics across different customer types including patient, payer, HCP and health system.
- **Patient Data BI:** Self-service access that cuts through the complexity of patient-level data, with ability to create intuitive visualizations.

Ultimately, patient analytics is a capability that becomes embedded throughout the organization. We offer a range of engagement models to help develop this capability, from a single focused project, to access to experienced resources that can work in partnership with your team, to a comprehensive initiative using our Patient Analytics Excellence framework.

Customer Success

Patient Predictive Analytics With AI/ML

- A leading pharmaceutical company wanted to identify 'biologic-ready' patients to size market opportunities and precision-target the most valuable HCPs. This requirement was critical to win in the highly competitive therapeutic space for the client's biologic product, with multiple biologic (Bx) therapies in the market. Axtria used leading indicators of disease progression to identify patients and precision-target HCPs. Longitudinal patient-level data provided the starting point to identify and characterize the robust patient universe for the disease state. Patient journey analysis was conducted to determine patient flows across regimens and lines of therapy, and to identify potential leading indicators of disease progression.
- The problem was modeled as one of supervised machine learning, using the historical 'biologic-treated' population to identify features predictive of current patients becoming 'biologic-eligible.' Close collaboration with brand, medical, and HEOR stakeholders helped address the perceived 'black-box' nature of AI/ML, and validate model recommendations.

Improving Patient Adherence For Specialty Therapy

- A specialty therapy has approximately 3,000 new patients start per year, but 45% of patients discontinue within 90 days resulting in worse health outcomes. A leading pharmaceutical company wanted to dynamically identify patients with a high risk of discontinuation and reach those patients with tailored interventions to improve patient adherence and persistence. Axtria developed and deployed an adherence solution to address this issue. Starting from data preparation to creating unsupervised machine learning models for feature engineering, Axtria went on designing a trained and deployable non-adherence model.
- The model helped predict patients likely to become non-adherent in the next 2-4 weeks to enable directed interventions. As a result, the operational adherence program with dynamic modeling extended the Directly Observed Treatment (DOT) by 23 days.

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Axtria's cloud-based platforms,
Axtria DataMAx™, Axtria InsightsMAx™,
Axtria SalesIQ™, and Axtria CustomerIQ™
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.

This datasheet is a part of AIM (Axtria Intel Monitor), which is an engaging series of thought leadership that showcases Axtria's intelligence on therapy areas, industries and topics relevant to the life sciences.