datavant | Case Study

How one pharma connected specialty drug data for better physician targeting

Background

A major pharma company had developed a treatment for a rare condition. However, two years after launch, the drug's sales were far below expectations. Finding eligible patients for this new treatment was proving difficult because disease symptoms are heterogenous and patients can go years before being diagnosed correctly.

Problem

The company was already aggregating specialty pharmacy (SP) drug data which provided information about patients who were on the therapy. But the pharma company also needed insights into physician referral patterns for these patients – in order to identify similar patients as they began their diagnostic journey and speed up time to therapy.

Solution

The pharma company worked with Datavant to seamlessly connect SP data to claims and electronic health records (EHR). Datavant's Switchboard matched patients across all required datasets and provided encrypted patient-level keys so that the pharma company could connect the datasets together in its own environment.

- Holistic patient journey
- Unprecedented insights
- Earlier diagnosis
- 60 New Patients

Results

The addition of EHR and claims data to SP data unlocked a key learning: patients with known symptoms were rotating through multiple specialists and receiving a critical diagnostic test too late – and sometimes not at all. Connecting claims and clinical data allowed the company to identify physicians seeing potentially eligible patients earlier in the journey and target them for education on when to administer the diagnostic test and the benefits of getting patients onto this novel therapy faster.

Speciality pharmacy / EHR / Insurance Claims → Diagnostic journey – Referral Patterns – Physicians seeing potential patients – 60 new patients in first few months