



USE CASE

NAVIGATING TO WIN IN A COMPETITIVE DRUG LANDSCAPE

Addressing Market Complexities with
Real World Evidence and Expert Guidance



Our challenges aren't unique, but finding a partner who truly understands the intricacies of our market, our patients' experiences, and our own internal complexities is always difficult.

-Brand Lead, Large Pharmaceutical Company

STAYING ONE STEP AHEAD

Pharmaceutical manufacturers are all too familiar with fierce competition. It is pervasive and universal. The global healthcare landscape is constantly shifting with the entrance of new therapies, generic and biosimilar replacements, and fluctuating treatment trends and patient access. It is heavily influenced by unexpected discovery, evolving patient disease experience, and inconsistent governmental regulation.

Countless variables drive the imperative for drug manufacturers to be ever-vigilant in monitoring, forecasting, and predicting the condition of their markets to identify threats or areas of new opportunity. Under these circumstances, recognizing valuable market trends requires concrete industry experience, access to the right data, and application of the correct statistical models – all of which can take years to collect and refine. Particularly for drug brands targeting highly nuanced markets, or looking to expand share in crowded markets dominated by multiple inexpensive therapies.

We chose to partner with DRG because they proposed a blended approach to address our needs that combines real world data, analysis, and consultation to allow us the flexibility to amass a customized body of evidence to meet our challenges.

THE TOOLS REQUIRED TO WIN

Determining the next strategic move for any drug brand, particularly in a competitive market, requires an accurate market forecast. For a mature brand, forecasting is integral in order to measure actual performance in clinical practice against initial strategies, and against current patient disease experience. This easily summarized approach proves to be a massive resource-draining undertaking within many pharmaceutical companies, fraught with challenges of its own:

- ◇ Establishing the “right” questions to guide market data collection and analysis
- ◇ Combining and integrating various forms of data to examine disease landscapes and patient experiences
- ◇ Identification of robust and complete data sources, potentially in the form of real world data, experiential interviews, and publically available records

Working with the right partner— one who knows the industry *and* the indication— can address these challenges head-on to provide an edge on the competition when it's needed most.

Decision Resources Group (DRG) is uniquely suited to partner with pharmaceutical manufacturers as they aim to ask the right questions, and navigate to their answers.

DRG offers access to robust real word data, seamlessly united with the knowledge of experts across multiple disciplines and therapeutic areas (TAs) to deliver multi-faceted insight that is only possible with years of experience. DRG provides the broadest range of high-quality solutions to aid in developing accurate, efficient, and timely market forecasts:

- ◇ Robust and complete medical claims and electronic health record (EHR) real world data
 - ◆ Providing the most granular information on 90% of the U.S. healthcare system, including 36M overlapping longitudinal patient lives
- ◇ Custom primary research conducted by domain and TA experts, guided and analyzed by leading industry consultants to provide tailored, actionable insight
- ◇ In-depth patient journey profiles and behavior maps underpinned by deep TA expertise, integrated primary research and real world evidence
- ◇ World-class epidemiology generated by the most seasoned team of epidemiologists in the industry
 - ◆ Including 150+ indications, and 2,300 patient populations
- ◇ Thorough analysis of market landscapes by TA, including profiles of standards of care, competing treatments, current patient experience, emerging therapies, and more
 - ◆ Available in a syndicated, interactive, online platform and used by the top consultancies in the world

Creating reliable, precise market forecasts and predictions is easier and faster with the right partner. A partner who has already collected all the raw material and expertise. These solutions, and more, are why pharmaceutical manufacturers facing steep competition prefer to team up with DRG more than any other market intelligence provider in the industry. The only way to take advantage of the opportunities is to see them before the competition can.

See the opportunities with DRG.

ASKING THE “RIGHT” QUESTIONS

- What are the idiosyncrasies within patient populations that result in trends in the disease journey, including:
 - Comorbidities,
 - Variations in disease severity, and
 - Patient experience in different health systems?
- Where is the area of greatest unmet need?
- Who are the primary prescribers in the marketplace, and what stakeholders most heavily influence patient access to specific therapies?
- What are the strengths, weakness and opportunities of current therapies in the market?
- What is on the horizon for new therapies in the market?

As we work to evaluate the potential of our drug in addressing the needs of clinical sub-populations, we will use DRG’s research, data, and analysis to build a roadmap for label expansion.





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