

CASE STUDY

# How Real World Data Helped Launch a New Technology in the Fight Against Parkinson's

**Assessing a Device Market with No Available New Procedure  
Codes**

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# Using Real World Data to Develop an Effective Launch Strategy

## Introduction to the Case Study

To combat the tremors and motor fluctuations associated with diseases like Parkinson's and other conditions, a leading intervention device company developed a deep brain stimulation probe capable of altering the brain's chemistry and plasticity. Realizing that their competition would come from a specific drug rather than other devices in this instance, the company sought to gain insights into the physicians prescribing that drug so they could target their launch strategies more accurately and effectively. Having found a limited number of prescription scripts with another data company, the company's Head of Data and Analytics recognized that they were not seeing the complete picture.

## Defining the Challenges

When introducing a new device, the company would typically analyze existing new procedure codes to identify doctors using competitive devices and identify and assess the potential market. In this case however, due to the unique nature of the technology, the fact that it had no directly comparable competition, and that it actually competed with a drug rather than another device, the challenge became to identify the physicians prescribing that particular drug.

## Our Solution

With exceptionally strong outpatient data covering more than 75% of the market, DRG was able to not only help this analytics team determine the potential market size for the device, but also to identify the individual physicians prescribing the competing drug—key prospects for the customer's sales force. We also added a layer of insight through integration of Organized Customer Group Navigator (OCGN) data to enable the client to see which doctors are affiliated with care networks that had the highest capability to integrate Deep Brain Stimulation (DBS) in Parkinson's patient treatment regimens. This exposed potential sales leads in other treatment centers and hospital departments who might perform the DBS implant procedure

## The Result

With a raw data file delivered in just two weeks, our client was able to define the potential market for the device, identify the individual physicians of interest, and leverage the data to develop a targeted launch program.

The customer continues to buy regular updates to the data for ongoing analysis and understanding of what's happening in the market, and to leverage other DRG solutions, Price Track and Procedure Finder, to help track sales after the launch as well as relative utilization of the device compared to the drug in purchasing and in procedure.

## Takeaways

DRG's extensive and comprehensive real world data (RWD) repository revealed new insights and opportunities that could not be seen with other data vendors. By integrating RWD with our other market assessment and tracking solutions, we were able to deliver exactly the answers the customer needed at exactly the right time



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