

Patient Longitudinal Data Analysis

Patient longitudinal data provides valuable insights, particularly for chronic therapies which are very difficult to gather otherwise from the sales data. Value Edge has used anonymous Patient Longitudinal data to provide information about patient persistence, compliance, patient distribution, switching pattern, source of business and patient flow.

The Challenge:

The client had launched a chronic therapy 2 years ago and wanted to see the real use of the drug in actual patient population, line of therapy, patient share, source of business and patient flow post drug use. In addition the client wanted a deep understanding of the patient persistence and compliance in comparison to competition.

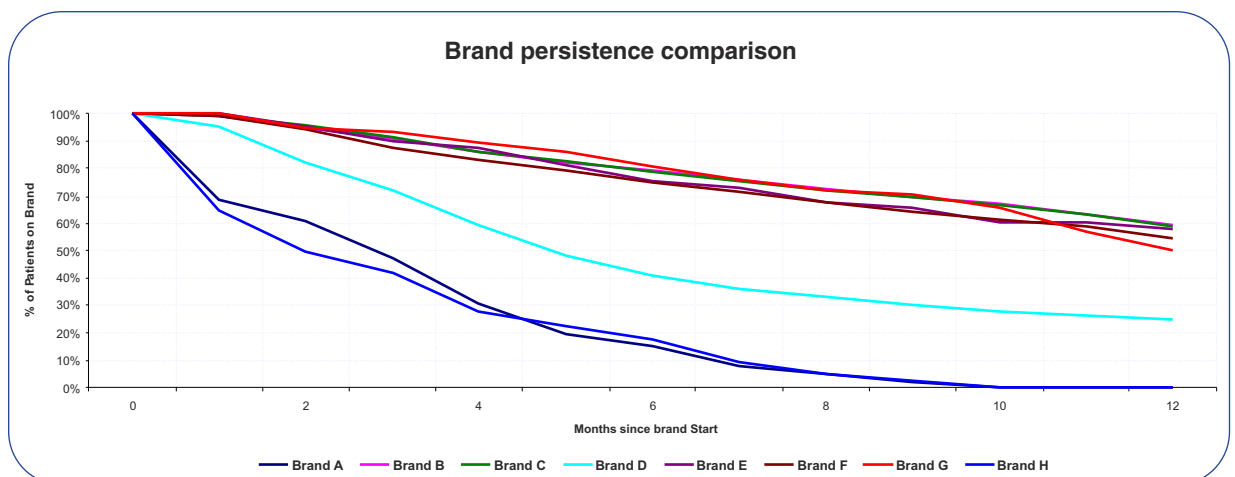
Value Edge Solution:

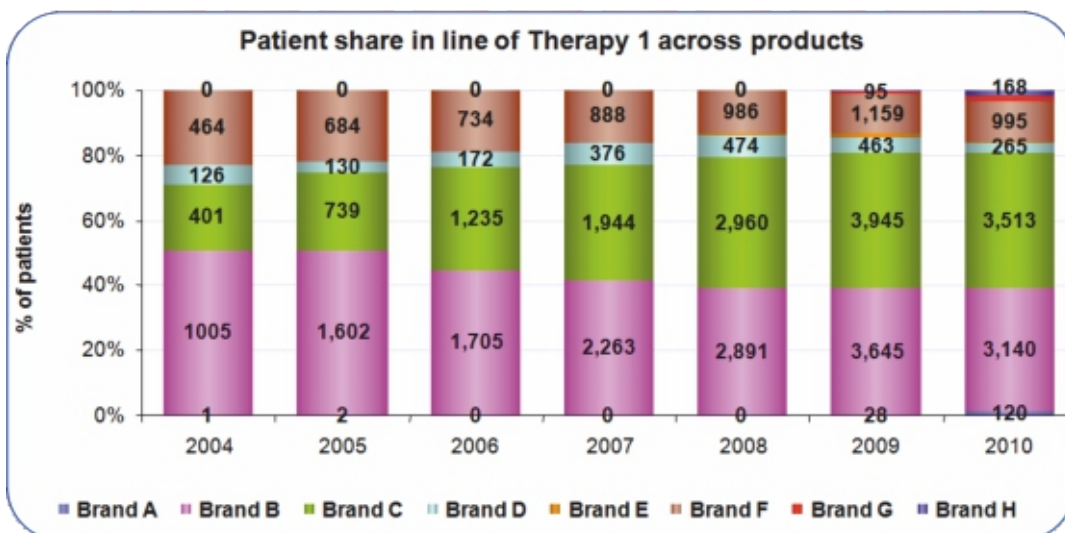
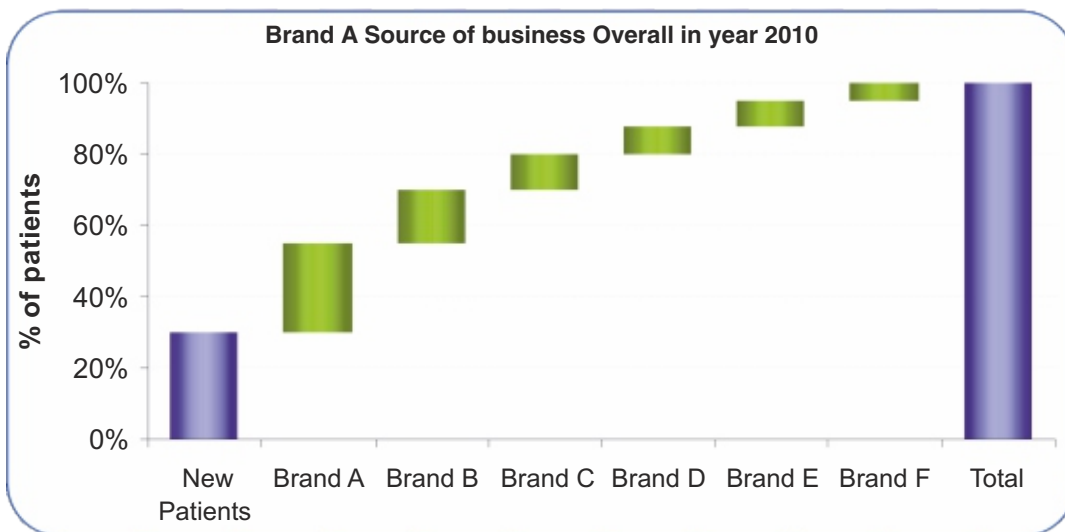
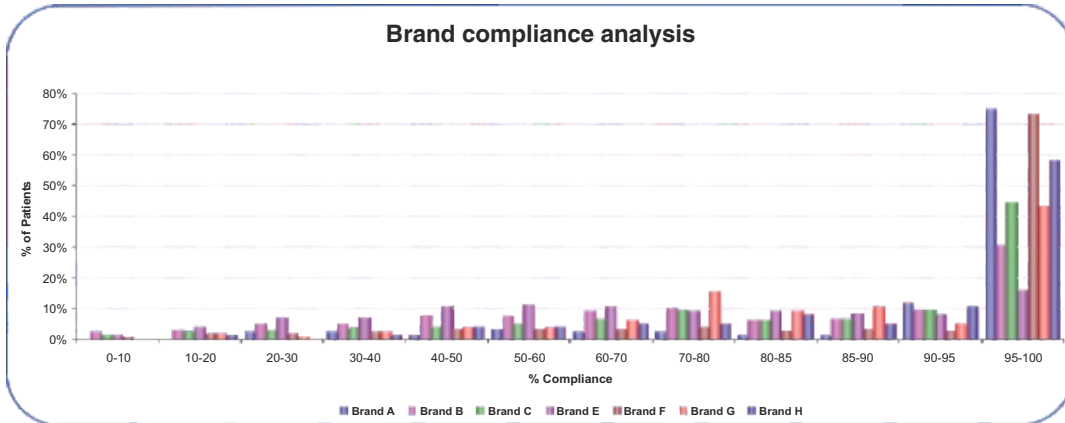
Value Edge has developed a SAS based math engine to summarize and calculate the various parameters on the patient longitudinal data such as duration of brand therapy, duration of class therapy, individual patient compliance at individual drug level, use of drug in various line of therapy taking in consideration the various dosing regimen of the individual drug classes.

The client deliverable was an excel based application

which can answer various questions at various levels eg

1. Persistence and Compliance of various drugs in same class over a period of time across various lines of therapies
2. Patient share across various drug and patient distribution in lines of therapy
3. Source of business and Switching Pattern in all lines of therapies
4. Patient Value Forecaster, i.e., what would be the total value of new patients in next 12 months at current compliance and persistence levels and how much would be the "revenue loss". The patient value analysis enabled the client to determine their return on investment on a compliance management program.





“ The patient longitudinal data being represented in a Excel VBA tool was delightful. For the first time I was able to explain the various cuts of the data to internal stake holders.

Global Head of Strategic Analytics for a Global top10 Pharma Co

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Value to the Client:

Value Edge’s Excel based interactive application “Patient Edge” provided a lot of flexibility for the client to see the data at various cuts and levels.

For example, the client could compare persistence for their brand across all lines of therapies, by line of therapy and by duration of treatment. A patient distribution analysis revealed patient share by line of therapy. Furthermore, switching patterns gave the client insights into their source of business. The client was able to make an investment decision for a patient compliance program based on these results.

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