

Specialty pharmaceutical biotech surpasses launch expectations for two oncology brands with Medidata AI commercial data management platform

47%

BOOST
in peak year
sales estimates

ABOUT THE CUSTOMER

International pharmaceutical biotech with specialty products in dermatology, oncology, and cardiology.

THE CHALLENGE

When a specialty multinational pharmaceutical company launched two new oncology products without a way to aggregate specialty data, teams across the organization faced a data access challenge. The existing infrastructure was unable to handle the complexity of specialty pharmacy and distribution data, leading to a 12-day turnaround time to generate insights. This latency caused the data to be virtually worthless as the scripts were largely adjudicated during those 12 days, without any opportunity for intervention by field sales or market access. Sales teams needed data from sources including distributors, logistics partners, and specialty pharmacies to prepare for the launch of both products. But in the initial stages of its deployment, the company faced the prospect of building a data warehouse from scratch. The company's legacy analytics environment was not tightly integrated and, at the time, IT staff lacked the bandwidth to develop and deploy an extensive commercial data management solution. They instead chose to use the existing infrastructure in support of the new products.

"We have data spread across multiple channels including retail and pharmaceutical distributors," says the VP of business analytics. "Centralizing this data into a single integrated source would be crucial to the success of the product launches."

Medidata AI Commercial Data Solutions deployed their end-to-end commercial data management platform to allow the company to fully leverage enterprise-grade data processing and utilize analytics at the scale and cost it needs. This proven solution, combined with Medidata AI's commercial life-sciences expertise in delivering meaningful insight and analytics, helped support more effective decision making among the company's sales and marketing staff.

SOLUTION HIGHLIGHTS

- ▮ Reduces time-to-insight for company's data analytics platform from 12 days to 1 day, allowing the company to make informed decisions faster
- ▮ Boosts peak year sales estimates from 85% to 125%, improving company's presence in oncology space
- ▮ Reduces data error rates from 25 to <1 issue per week, boosting company trust in analytics to drive future analytics-powered insights and efficiency gains

and benefit from more informed decisions while removing barriers to access and helping patients get on therapy faster.

As a result, the company also exceeded its initial peak year sales projections by 47 percent, boosting revenue, and visibility for its new products. Medidata AI's Commercial Data solutions team improved the reliability of the company's analytics environment. On its legacy architecture, the company saw an average of more than 25 errors on its data management platform per week. Following the move to Medidata AI, this figure dropped to fewer than one error per week. The increased accuracy of aggregated data has made teams more confident about their insights, supporting the company's continued focus on product growth and innovation.

"With launches of two new products, we see an opportunity to disrupt existing therapeutic trends and change treatment quality for the better," says the VP of business analytics. "The quality of data and analytics provided by Medidata AI Commercial Data Solutions gives us the ability to help our sales staff capitalize on new growth opportunities and drive responsive product development."