

Medidata AI Supports Biopharma Company's First Commercial Launch for Rare Disease Infusion Therapy Treating Genetic Metabolic Condition

ABOUT THE CUSTOMER

This emerging biopharmaceutical company develops treatments for small populations of patients dealing with rare and ultra-rare diseases. Given the company's commitment to serving such targeted populations, the company makes significant investments to understand prescriber and patient trends.

THE CHALLENGE

sources with speed and accuracy. Prescriber and patient data will help the manufacturer understand the patient journey and facilitate better health outcomes. For instance, knowing exactly how many patients are receiving treatments, when they will need their next dose, and who might be starting or ending treatment allows the company to better understand intervention points, refine its messaging, as well as plan manufacturing and manage inventory more effectively to avoid gaps in supply.

Medidata AI's proprietary commercial data model enables companies to get up and running faster than any other solution in the Life Sciences industry by turning the traditionally complex, bespoke data organization process into a simple mapping exercise. Built-in automation and a simple user interface provides visibility and operational control over data, making it easier for Commercial Operations teams to manage and understand its own information and produce actionable insights. In fact, it takes STRATA a mere 2-hours from data receipt to the delivery of insights—processing more than 400 data files from nearly 40 data providers daily.

The company's small IT group worked directly with Medidata AI's data analysts, who supported and drove the data strategy. During the first phase of deployment, Medidata AI automated processes to enable data ingestion and master data management of HCP, HCO, patient, and employee information.

Due to the complex nature of the therapy, Medidata AI's Commercial Data Solutions implementation team also set up the groundwork for insights for specialty pharmacy (SP) data aggregation. And while the biopharmaceutical company originally contracted with another provider to deliver the SP aggregation function, they experienced issues with quality, accuracy, and timeliness almost daily. The Director of Information Technology saw the quality and rigor that Medidata AI brought to its handling of other data feeds and asked them to take over the responsibility for SP aggregation post-launch.

"Medidata AI has been extremely valuable to our company, both through its powerful data management platform and the value that its knowledgeable team of experts has brought to us," says the Director of Information Technology. "We tried working with other vendors, but Medidata AI has the stability and expertise that helps us do things the right way by getting the accurate results that we need the first time."

THE RESULTS

The biopharmaceutical company has had great success through its partnership with Medidata AI, exceeding expectations in multiple quarters. Medidata AI supported the company for two additional rare disease product launches over the next two years. The company was impressed with how easily scalable the platform can be when adding new products and sales teams and immediate cost savings were realized by not having to build a new data infrastructure from scratch.

The ongoing engagement with Medidata AI gives this emerging biopharmaceutical company the extra resources and support needed to integrate and harmonize all its data, enabling their ability to get their life-altering therapies to physicians and patients faster.

3 rare disease
product
launches
**SUPPORTED
IN 3 YEARS**

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Director,
Information Technology,
Biopharmaceutical company

Medidata, a Dassault Systèmes company, is leading the digital transformation of life sciences.

Discover more at www.medidata.com and follow us @medidata. Contact us at info@medidata.com | +1 866 515 6044