Article

# Information Summit: A Connected Data Blueprint for Patient Innovation

## *Session highlights from day two*

IQVIA recently hosted a live two-day Information Summit called *A Connected Data Blueprint for Patient Innovation*. Attendees spent each day learning about and discussing the critical elements of data strategy, sharing use cases, and understanding the steps they need to take to optimize data and insights as they move forward.

This article will focus on the key takeaways from day two of the live event.

## Maximizing data from specialty data feeds

The healthcare industry is currently undergoing a transformation wherein data strategy is beginning to play a more pivotal role in enhancing patient care and outcomes. As organizations navigate the complexities of integrating specialty pharmacy data, the focus has now shifted towards improving the patient journey through strategic data utilization.

The evolution of data strategy within the industry has been remarkable; from its nascent stages of being an ancillary function within market research teams to becoming a central focus, data strategy now commands a hyper-focused approach. The value of data and its impact on patient care cannot be overstated, and the industry's collective efforts to optimize this value are evident.

One of the most significant advancements in data strategy is the emphasis on cross-collaboration among stakeholders. The ability to curate data and transform it into actionable insights is a testament to the industry's agility and commitment to innovation. This collaborative effort extends beyond data aggregation and links directly to patient tokenization, ensuring a comprehensive approach to patient care.

The role of data strategy in product launches has also seen a paradigm shift; the data analytics and processes connected to launches no longer solely focus on post-launch data, but now involve strategic involvement much earlier in the lifecycle. This proactive involvement ensures that data collection, infrastructure, and planned analytics are aligned with the brand's broader strategy, paving the way for a more successful launch.

Moreover, the industry has recognized the need for specialized roles that bridge the gap between business strategy and data analytics. These roles are crucial in translating business objectives into data-driven strategies, ensuring that the clinical and patient aspects of care are seamlessly integrated with data insights.

As we look towards the future, the development of a launch playbook emerges as an essential next step. While each launch is unique, the lessons learned and processes established can serve as a guide to mitigate challenges and capitalize on opportunities. This playbook would encompass the various phases of a launch, from strategy and planning to legal compliance, IT infrastructure, and post-launch care.

In conclusion, the healthcare industry's journey towards data-driven patient care is marked by continuous learning and adaptation. The strategic use of data has become a cornerstone of patient care, and the industry's dedication to maximizing its potential is unwavering. As we embrace the changes and challenges ahead, the commitment to innovation and collaboration remains steadfast, ensuring that patient care continues to evolve and improve.

## Finding every patient with Healthcare Grade AI

In the ever-evolving landscape of healthcare, the explosion of data presents both unprecedented opportunities and significant challenges. The volume of healthcare data is growing at a staggering rate, with a compound annual growth rate of 36% expected by 2025. This data comes from a variety of sources, including technology platforms, applications, and patient-generated data, which expands the horizons of healthcare analytics.

However, despite the abundance of this data, there are still critical gaps that need to be bridged. Rare disease populations, for example, are small, making it essential to identify every single patient. New distribution models increase the number of channels for chasing coverage, while linkage projects reduce sample sizes as datasets intersect.

The paradox of having vast amounts of data but not knowing how to effectively utilize it is a common theme in the industry. Broad portfolios of patient data may seem like a rich source for comprehensive patient populations, but the nuances and caveats of different datasets can significantly impact their use in analysis.

To address these challenges, healthcare professionals (HCPs) are turning to advanced analytics and machine learning techniques. These tools can predict missing information, anticipate patient events, and synthesize vast amounts of data into actionable insights.

In commercial analytics, artificial intelligence (AI) is being leveraged to understand market sizes, identify target patients and doctors, maintain patient adherence to therapy, and assist patients in accessing care through point-of-care web screeners.

The journey to harnessing the full potential of healthcare data is complex and requires a multifaceted approach. It involves integrating various data sources, addressing the challenges of data lag, and ensuring that the insights generated are timely and relevant to take necessary actions.

As the healthcare industry continues to navigate this data-rich environment, the focus remains on finding every patient and closing the gaps in data utilization. The goal is to transform the wealth of data into meaningful insights that can lead to better patient outcomes and drive the industry forward.

## Best practices in leveraging social determinants of health in patient experience

In today's modern healthcare environment, the concept of social determinants of health (SDOH) has garnered significant attention; it has become more common for organizations and stakeholders to consider these non-medical factors as a crucial role in patient outcomes and engagement. The integration of SDOH into data analytics offers a new lens through which HCPs can view and address patient needs.

Recent discussions have shed light on the importance of understanding the social fabric that influences health behaviors and access to care, and by analyzing factors such as education, healthcare access, neighborhood environments, and economic stability, HCPs can develop more targeted and effective interventions.

Furthermore, the use of advanced analytics has revealed interesting personas and patterns in patient behavior. For instance, the identification of 'critical modernists' — young, tech-savvy individuals who seek second opinions and believe time is on their side — highlights the need for tailored communication strategies to encourage timely treatment.

The actionable insights derived from SDOH data are not only valuable for patient care but also for informing healthcare policies and investment decisions. By focusing on the percentage of care gaps rather than absolute numbers, healthcare organizations can identify and address disparities more effectively.

In conclusion, the exploration of SDOH through advanced data analytics presents a promising avenue for enhancing healthcare delivery and achieving health equity. It underscores the potential of data to drive meaningful change and improve patient outcomes across diverse populations.

## Integrating data to better inform patient services

In the realm of patient support services, the journey post-prescription is a critical phase where patients often require assistance to navigate the various steps of their treatment. This journey often begins once a patient receives their prescription and seeks to understand their coverage landscape, co-pay requirements, and any necessary prior authorizations.

Patient support services play a pivotal role as one of the first points of contact for patients, caregivers, and HCPs. They address key business questions underpinned by both qualitative and quantitative data, aiming to provide real-time performance metrics. The services offered are modular, adapting to the needs of the patients based on the drug and therapeutic area.

The operational nature of patient support is ripe for improvement, presenting opportunities for use cases in themes discussed, such as finding every patient and understanding performance. The goal is to simplify patients' experiences by reducing complexity and touchpoints, focusing on service and responsibility.

In the pursuit of reimagining patient support, the integration of technology and data is essential. This integration aims to enable a patient-forward, human-centric approach, where simplicity in operations can lead to significant improvements in patient experiences.

The use of technology, such as patient relationship management (PRM) systems, can enhance the efficiency of call center operators, allowing them to focus on patients' needs rather than multitasking between calls and case notes. These systems can provide operators with immediate access to patient cases, approved content, and recommendations, ultimately improving the service orientation.

The future of patient support services is envisioned to be tech-enabled, where services are augmented by technology to transition from a workflow mentality to a human mentality. This approach not only benefits the patients but also the operators, creating a more empathetic and effective support system.

As the industry continues to grapple with the paradoxes of maintaining excellence in the current state while building for the future, the focus remains on improving the operational experience for patients and raising the bar for patient support services. The invitation is open for stakeholders to co-create, experiment, and explore use cases that can leverage the potential of technology and data in transforming patient support services.

## Bridging clinical to commercial through tokenization and integration

In the realm of clinical research, the safeguarding of patient data is paramount. Tokenization emerges as a powerful tool, offering a way to protect patient identities while allowing for the critical analysis and linkage of clinical and commercial data. This innovative approach replaces sensitive personal information with unique identifiers, enabling researchers to maintain patient confidentiality.

The operational benefits of tokenization are significant, allowing for a deeper understanding of patient data, such as pinpointing the reasons behind screening failures in clinical trials, however, this process is not without its challenges. Ensuring proper consent and governance over both identifiable and non-identified datasets requires meticulous attention to detail and forward-thinking strategies.

Successful tokenization is not a solo endeavor; it demands cross-functional collaboration within organizations, bringing together various departments and teams to integrate tokenization into clinical operations effectively. This collective effort is essential for realizing the full potential of tokenization in clinical research.

Tokenization stands as a beacon of progress in the clinical research landscape, bridging the gap between patient confidentiality and the need for comprehensive data analysis. As the industry continues to evolve, tokenization will undoubtedly play a crucial role in shaping the future of clinical trials and patient care.

## Rethinking the approach to patient and HCP Insights

In the ever-evolving landscape of the biopharma industry, the pressure to succeed in launching new products is immense. With nearly $230 billion at risk due to patents nearing the end of their life cycle, launch leaders are under immense pressure to maintain cash flow within the industry. The shift in the types of assets in the pipeline has led to a focus on oncology and rare diseases, which account for 60% of the upcoming 230 launches. This shift necessitates specialty data, patient de-tokenization, and an acceptance of less than 100% coverage.

The success rate of launches from 2020 stands at only 40%, with 62% performing to forecast. Despite these daunting statistics, there is an opportunity to be part of the successful 40% by leveraging meaningful insights. Biohaven's digital-first strategy in the migraine market, Gilead's patient-centric approach in metastatic breast cancer, and Lily's dual-acting strategy with Trulicity are examples of successful launches that have utilized innovative strategies and insights.

Launch success is not about boiling the ocean but about preparing the organization for success. It involves comprehensive healthcare system information, a powerful value proposition for access, efficient stakeholder engagement, appropriate key performance indicators, and organizational alignment. By focusing on these key areas, launch leaders can navigate the complexities of the market and drive successful outcomes.

The future of launch strategy is promising, with the potential for real-time market analytics, seamless stakeholder engagement, privacy-compliant patient-centric insights, and predictive and prescriptive analytics. These tools empower launch leaders to make informed decisions, optimize strategies, and ultimately change patients' lives for the better.

As the industry continues to face challenges, it is crucial to remain bold, embrace patient-level data insights, and harness the transformative power of these insights. By doing so, launch leaders can not only meet but exceed their forecasts, ensuring both the success of their products and the continued innovation and growth of the biopharma industry.

For more information on any of these important topics please don't hesitate to contact us and don't forget to read the important recap from day one.

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