

The power of precision



HSJ's Oli Hudson explores the latest in prescribing and customer data for your launch and beyond

A new generation of precision data is now available, which HSJ Market Intelligence specialises in gathering, analysing and interrogating.

We can use this to tell you an entirely new story about your market. About where your patients are, who is treating them, and how well these patients are being served by a particular product. And this knowledge is particularly useful in understanding the hospital picture.

It's always been possible to get lists of names of all the cardiologists, neurologists, oncologists, gastroenterologists, and so on - but there are plenty of gaps in this.

Let's say you're in gastroenterology and your product is for Crohn's disease.

You may know who the 3,000 gastroenterologists are but... there are all sorts of specialties and subspecialties in this discipline. For example, who are the specialists in upper gastro, lower gastro, colorectal and oesophageal?

And you may know how big the hospital is – how many beds there are, and the size of the gastro department. So you can make usage projections but – do you know exactly how many patients are being treated there?

With precision data both of these gaps can be filled.



PRECISION CUSTOMER DATA

For example, one of our products, EXACT, tells you who the treaters are.

If all you know is the broad therapy area in which potential customers work, you could actually waste a lot of resource targeting those who don't actually have the disease your molecule does.

For example, out of the 25 gastroenterologists in the main hospitals of Leeds, only 14 may actually treat Crohn's disease.

Precision data can identify those exact treaters, and when you're planning on how many people you need, you have a more robust view of the customer group size.

The data gives you a further layer of granularity, to inform your planning and your resource use, and show if you're resourcing enough people.

My colleague Julian Snape, who leads on precision customer data insight, told me:

"A field force is a company's most expensive promotional resource. Think of the waste of investment in this example, and what else you could be doing with that resource", he said. "If each contact costs £600 and you're seeing all 25 gastroenterologists with 3 face to face contacts a year – you're spending £1800 x 25, £45,000, on just face to face contacts in that account.

"So if you only see the relevant 14, you save a staggering £19,800 in baseline activity costs on one account! Not even one territory.

"This is an illustrative cost saving... but if you magnify that across the country... Even with a 50% coverage, you're talking about saving over £1million in activity costs alone by targeting precisely the customers who treat Crohn's Disease, and not wasting resource finding this out through misdirected activities on the ground, in the wider gastroenterology universe."



PRECISION PRESCRIBING DATA

Another product from HSJ Market Intelligence, Specialist Share Data (SSD), gives a robust view of how many Crohn's disease patients are being treated. And your market share in treating them.

The precision prescribing data it offers gives you the full picture of impact, and allows you to monitor how quickly customers are responding to your treatment.

I asked Chris James, who heads up Specialist Share Data in HSJ Market Intelligence, what it can offer.

"Precision prescribing data increases the visibility of the treatments patients are receiving at each account within a specific therapy area. So it helps inform and improve account planning, forecasting and market intelligence by highlighting dynamics, trends and opportunity."

"In your Crohn's Disease example, SSD highlights increases or decreases of treatments by account, account level biosimilar adoption, and early advocacy for new launches and their subsequent impacts, all of which is critical insight for industry."

The importance of precision prescribing data is compounded when you factor time into the equation. Tracking how specific accounts are adapting to new treatments within a therapy area over time, or knowing how a specific treatment is increasing or decreasing, will have a significant impact on strategy.

With many treatments approved for use in multiple indications, having the ability to track these account level dynamics by therapy area is vitally important.

Conclusion

You can create a powerful go-to-market toolkit by coupling precision prescribing data with precision customer data.

Precision data has the power to transform how pharma operates in the UK and beyond. It can allow precision targeting, support smart market access projects, digital engagement, local pathway improvement, patient support programmes, patient opportunity, and collaborative working.

It offers greatly enhanced powers of forecasting; with precision data you can know more reliably how much the NHS needs, work out a price, build your supply chain, and confidently supply the medicine.

You can expose fallacies. Your "biggest hospital" might be prescribing for 40 patients but that might be 40 out of 500 – in which case your biggest hospital may actually be underperforming.

It can show your company what your competitors are doing, what you could be doing, and what you should be doing.

If you're interested in the opportunities precision data can offer, get in touch with us marketing@HSJMarketIntelligence.com

