Rotman

Panel Discussion:
Analytics in Pharma - Present and Future

May 8, 2024, Fleck Atrium

Rotman School of Management
UNIVERSITY OF TORONTO

Rotman

Panelists:

Elnaz Alipour

Medical Analytics Care Gaps and Customer Segmentation Leader (Sr Director), Pfizer Canada

Viral Patel

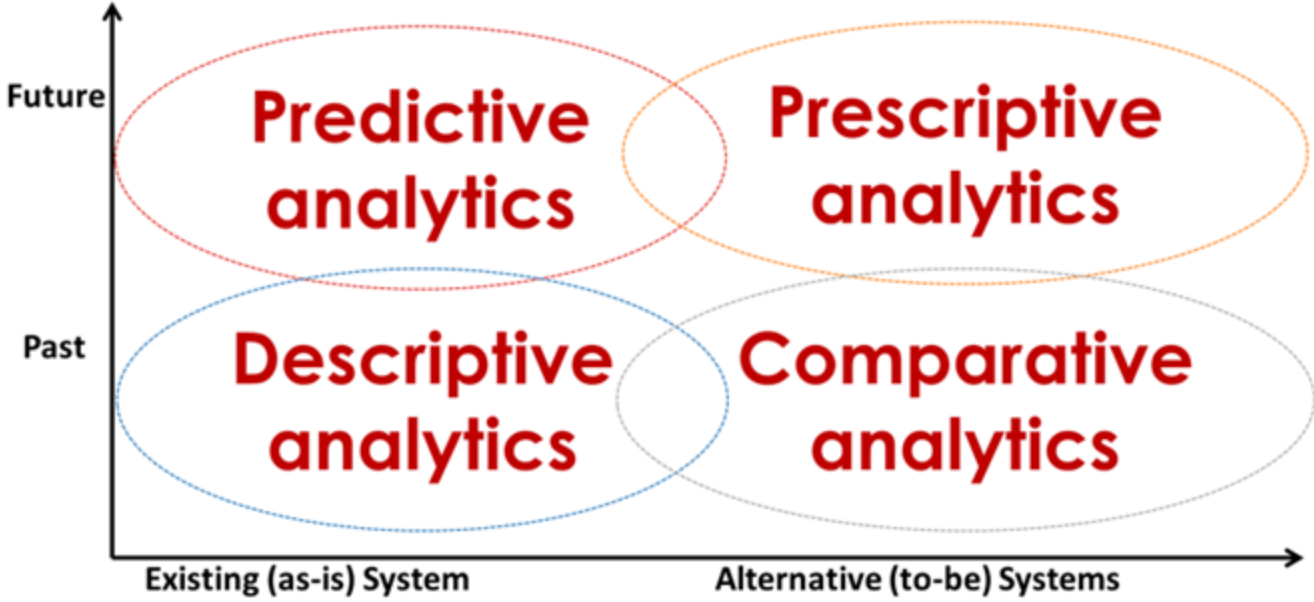
Senior Consultant, Consulting & Analytics Services, IQVIA

Neeraj Soni

Principal Partner, Business Acceleration, ODAIA

Rotman School of Management
UNIVERSITY OF TORONTO

Management Analytics: Two Dimensions (Baron, 2021)



Elnaz Alipour, PhD

Sr Director
Patient Care Gap
&
Customer
Segmentation
Lead

Current Remit

Defining data **driven care gap/unmet needs** and HCP **prioritizations** models at Pfizer Medical Analytics

Education

- Brown University, PhD in Physics
- Post-doctoral research at Northwestern, BU
- Research Associate U of T

Background

- More than 15 years in Medical sciences and analytics
- (Prior to joining Pfizer) Worked at Veeva for Life sciences software and management consulting across Commercial/marketing (segmentation and targeting, NBA, portfolio optimization, content effectiveness), Medical (patient journey and predictive analytics) and R&D (site selection) verticals

Areas of Interest

- Patient analytics and data
- Data Science and Machine Learning, Predictive Modeling, Causal Inference

Viral Patel

Current responsibility

Senior Consultant at IQVIA part of the Consulting & Analytics team supporting pharmaceutical clients with data-driven insights and commercialization strategies

Profile overview

- > 4 years of experience in consulting, primarily working with commercial teams in small to large pharmaceutical companies to deliver data-driven insights and solutions
- Prior to joining IQVIA, worked in clinical research for 4 years with a focus on understanding cognitive impairment in people with Multiple Sclerosis and developing automated, computerized screening tools for use in clinical settings

Education

- Masters of Science, Institute of Medical Science, U of T
- MBA, Rotman School of Management, U of T

Areas of expertise

- Patient-level insights and analytics (e.g. patient journey, lines of therapy, patient finding leveraging predictive methodologies, indication algorithms)
- Sales force effectiveness and resource optimization
- Customer segmentation
- Portfolio and brand strategy

Apply advanced data science technologies to unparalleled data resources to generate actionable insights

Global impact with experience and expertise where it counts

100+
Countries

10,000+
Customers

86,000+
Employees

~1M
Data feeds

~85%+
Global pharma sales tracked

1.2B+
Non-identified patient records

- **Research & Development Solutions**
- **Real World Evidence & Medical Affairs**
- **Commercial & Technology Solutions**
- **Safety, Regulatory and Quality**

Neeraj Soni

Principal, Business Acceleration, ODAIA

Neeraj Soni is an experienced life sciences consulting professional with expertise in commercial strategy and analytics, AI strategy, brand analytics, and digital marketing analytics. Currently, Neeraj works as a principal, business acceleration partner at ODAIA - a SAAS company

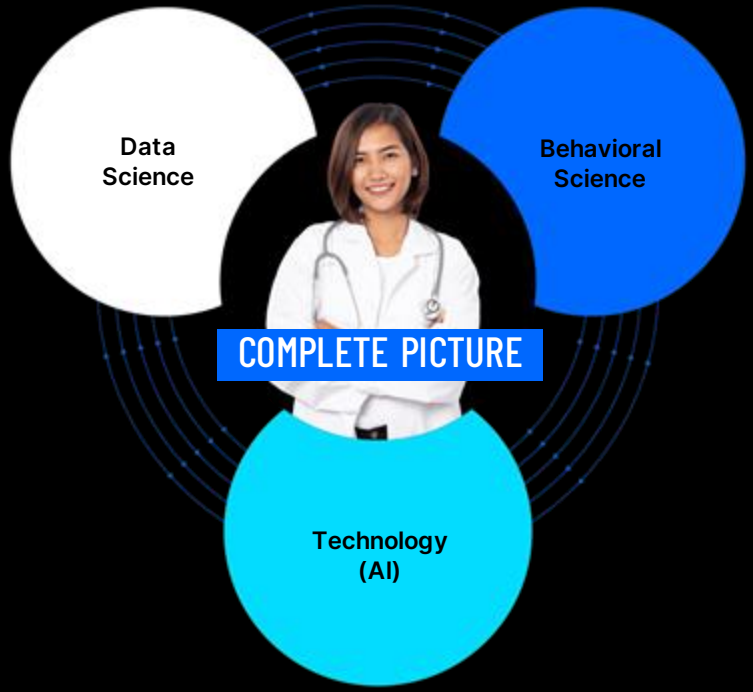
Before joining ODAIA, he served in leadership and managerial roles at Eversana, Deloitte, Klick Health and ZS Associates, partnering with life sciences clients in a range of areas including commercial model design, marketing mix modeling, HCP and patient analytics, digital and offline channel attribution & promotional effectiveness models, customer segmentation and sales force effectiveness work. He has expertise in advanced analytics and data visualization, skilled at bridging the gap between Strategy, Marketing and Technology to support strategic decision making.

Neeraj holds an MBA from Rotman school of management (University of Toronto) and a Master of engineering in Applied Physics from the Indian Institute of Technology.

What We Do

DATA + BEHAVIOR + AI = CUSTOMER SCIENCE

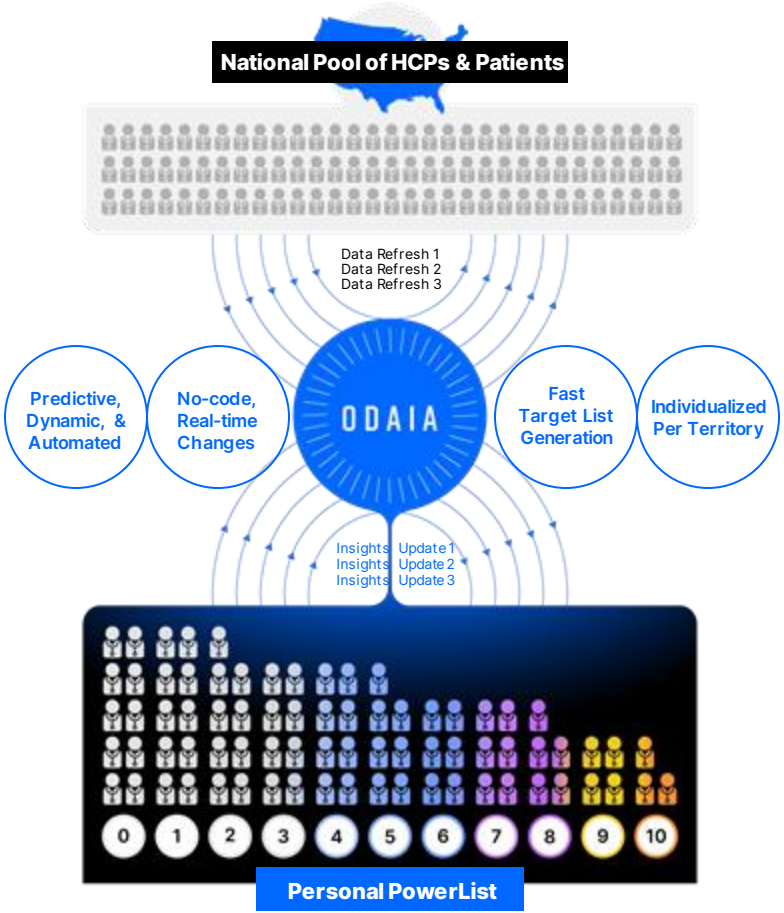
Customer science turns your data into a comprehensive view of HCPs throughout their decision-making journey.



OUR APPROACH

CUSTOMER SCIENCE IS PREDICTIVE AND PERSONALIZED.

As soon as your data refreshes, our platform dynamically updates delivering **relevance** and **timeliness**.



Analytics in pharma

R&D

- Pipeline discovery & screening
- Clinical trial optimization
- Patient recruitment

Manufacturing & Supply Chain

- Supply chain network
- Inventory optimization
- Demand forecasting

Market Access

- Health economics and outcomes research
- Payer evidence generation & optimization
- Pricing analytics

Medical

- Patient journey and disease burden
- Patient adherence and persistence
- KOL and influence mapping
- Scientific information generation

Commercial

- Patient analytics (predictive finding, lines of therapy)
- **Customer Segmentation**
- Marketing mix optimization
- Sales force analytics
- Forecasting

Data + technology + human capabilities / expertise support management analytics

- Anonymized patient-level data
- Sales data (retail + hospital)
- Pharmacy-level Rx data
- HCP level data

Regulatory governance and oversight

- Technical expertise
- Healthcare / pharma domain knowledge

- Customer engagement platforms
- Cloud-based computing
- Interactive dashboards
- Analytical tools

Key Goal for Targeting: Maximizing the value delivered to the HCPs by tailoring the offerings to their specific needs

The priority of needs across our customers vary significantly.
Combine qualitative and quantitative analysis to create efficient target segments.

Sales Driven Targeting

Identify sales potential or sphere of influence of HCPs like prescriptions and patient volume

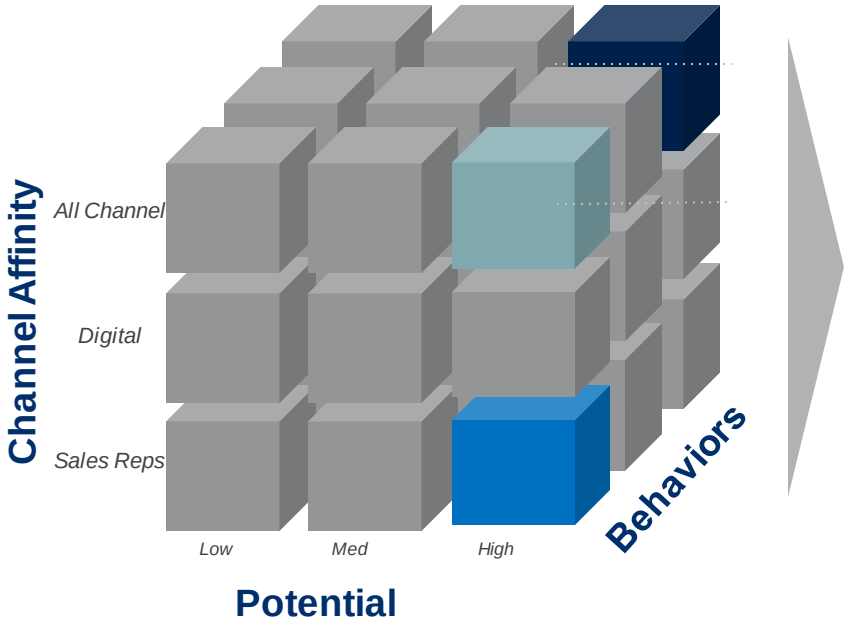
Behavior Driven Targeting

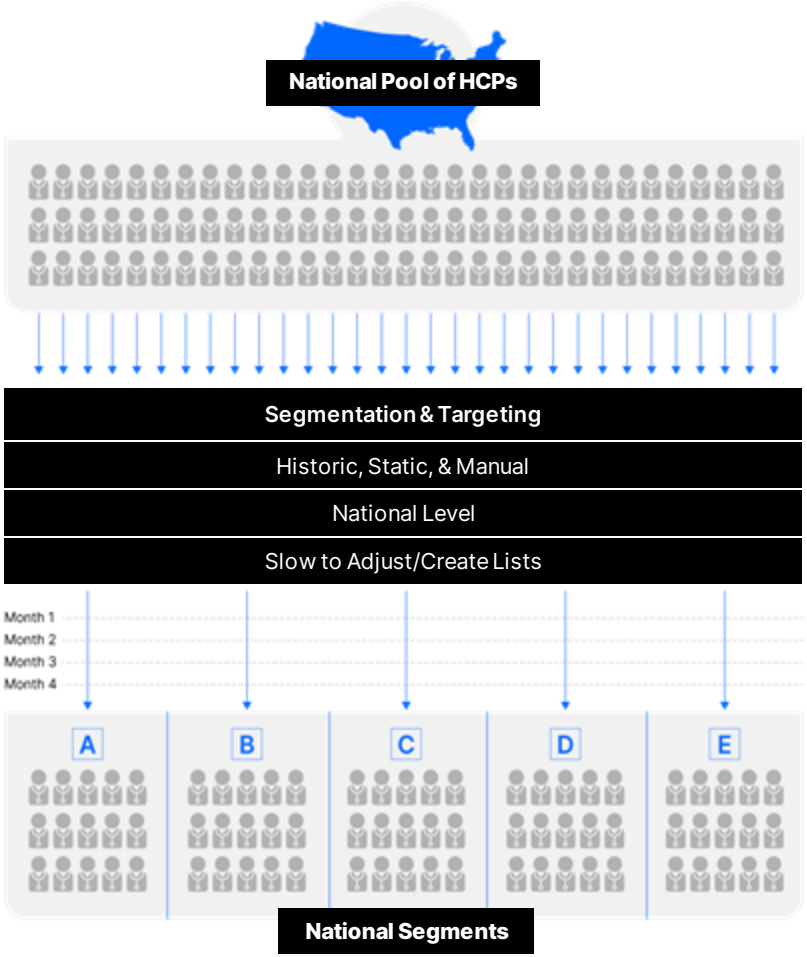
Identify specific behaviors of HCPs like patient diagnosis and journey, prescription patterns

Channel and Content Preference

Leveraging channel preferences data, level of engagement, digital vs offline engagement

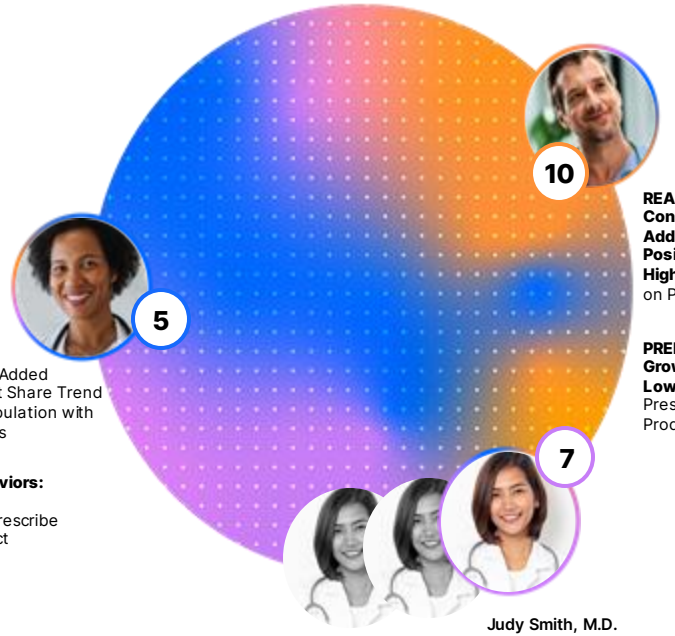
Traditional Segmentation - Descriptive and Static





Segmentation - Advanced Analytics Disrupting Traditional Methods

REAL-TIME & PREDICTIVE



Bill Jones, M.D.

REAL-TIME:
Consistently High TRx
Adding New Patients
Positive Market Share
High Patient Population on Precursor Therapies

PREDICTIVE Behaviors:
Grower Behavior
Low Likelihood to Prescribe **Competitor** Product

Mary Kline, M.D.

REAL-TIME:
Decreasing TRx
Few New Patients Added
Decreasing Market Share Trend
Steady Patient Population with Relevant Diagnoses

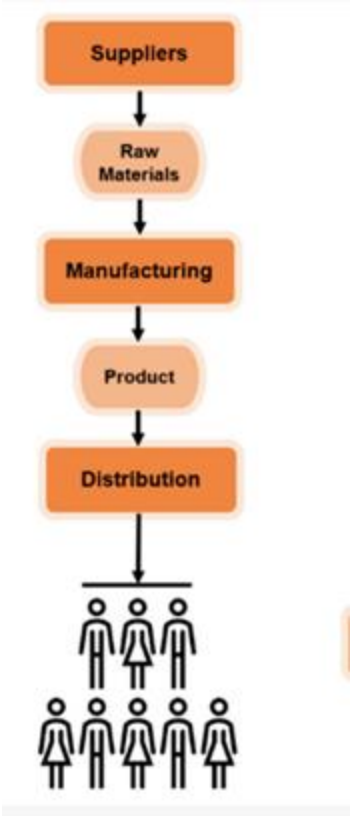
PREDICTIVE Behaviors:
Shrinker Behavior
Equally Likely to Prescribe **Competitor** Product

Judy Smith, M.D.

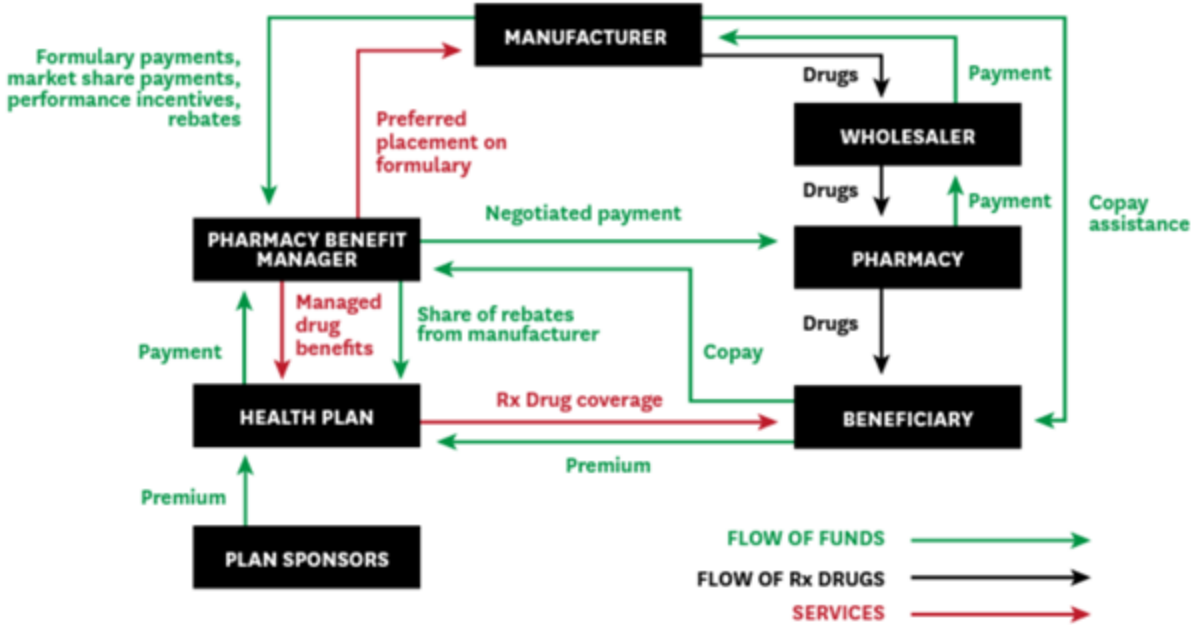
REAL-TIME:
Increasing TRx
Adding New Patients
Positive Market Share Trend
High Patient Population with Relevant Diagnosis

PREDICTIVE Behaviors:
Switch In & Grower Behavior
Decreasing Likelihood to Prescribe **Competitor** Product

The pharmaceutical products are different



Conceptual model of the flow of products, services and funds for non-specialty drugs covered under private insurance and purchased in a retail setting



Sood et al, 2017

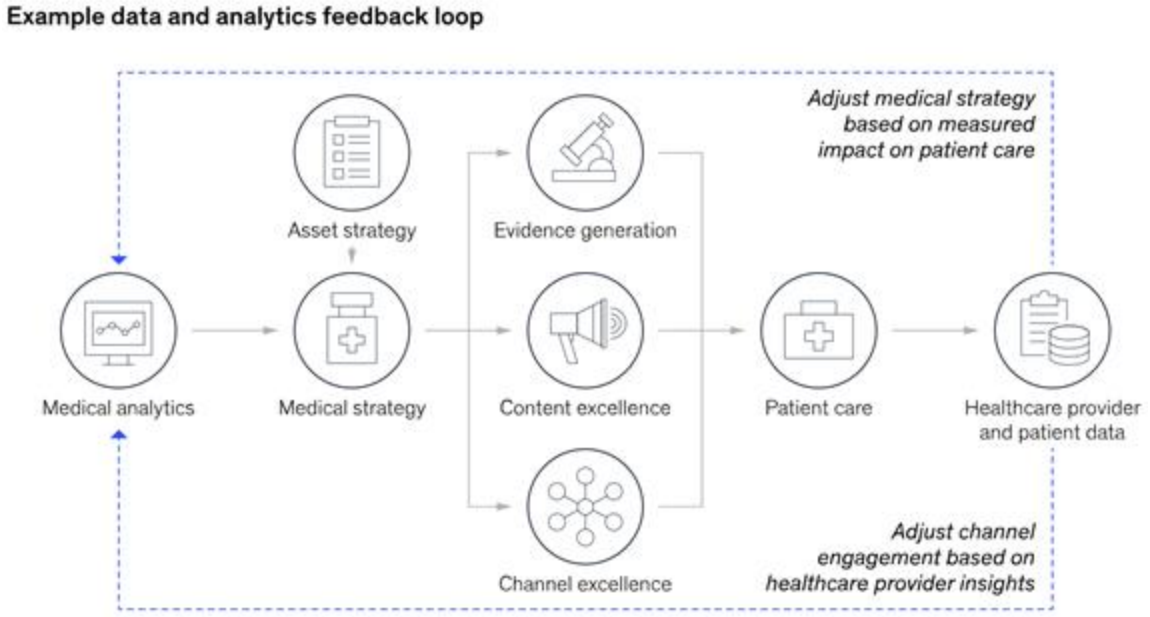
Medical Affairs Function

Medical affairs focuses on the **scientific/clinical** communications between the company, HCP, and patients.

Communication includes **field interactions**, **publications** and **educational material**.

Medical Affairs eliminates the appearance of conflict of interest

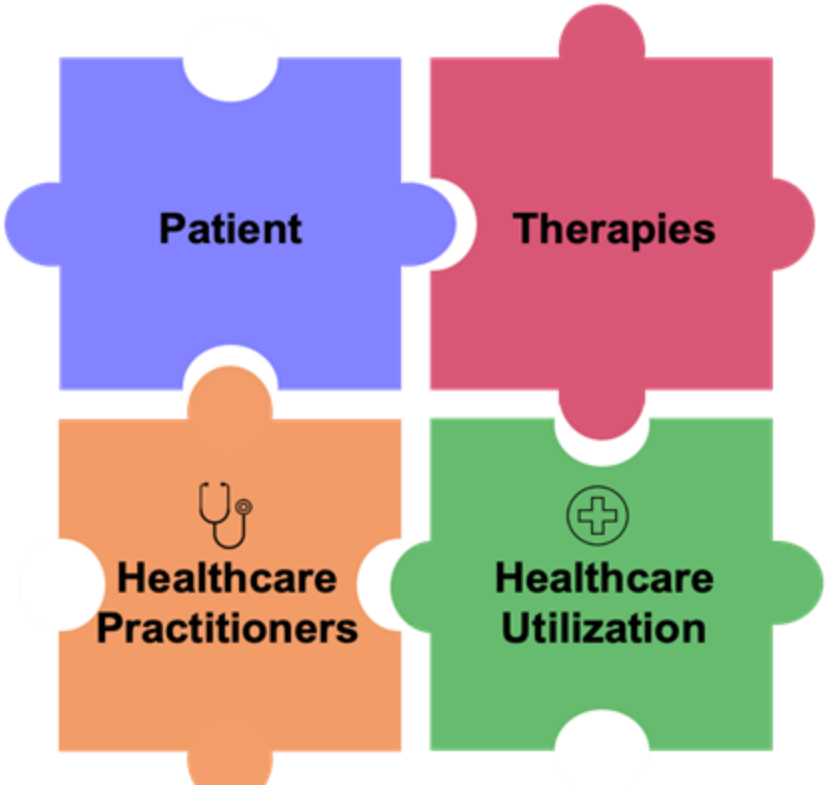
Strict scrutiny on Med Affairs



Understanding Patients Journey is necessary to meet care needs

Framework for understanding factors affecting patient treatment and outcomes

- Demographics
- Comorbidities
- Payer-type
- Geography
- SES-related characteristics



- Lines-of-therapy
- MoA/RoA
- Branded vs. generics
- Single-agent vs. combo/triple agents
- Progression of therapy

- Specialty
- Referral patterns
- HCO-affiliations

- Health outcomes of interest
- Hospitalizations
- Length/intensity of utilization
- Severity of disease and symptoms

Summary

Thanks to our speakers

Background on Management Analytics in Pharma

Use case of customers' segmentation

Challenges in Analytics, in general and in the Pharma Industry in Particular

- From descriptive and predictive to comparative and prescriptive
- Data, e.g., inaccuracies and delays
- Regulatory
- Supply chain: more players- more complex incentives
- Different objectives and standards