

Turning Clinical Decision-Making Trends Into Successful Strategies

New product in a crowded market



CLIENT OBJECTIVE

Gain insights on a specific oncology disease state at a global and regional level

A top-10 global pharmaceutical company was preparing to launch a new product into a crowded marketplace for a disease state that was new to the organization. Since they did not have experience in the disease state, they first sought to understand the marketplace and learn how emerging research would affect therapeutic decision-making, ongoing clinical trials, development of new compounds, and future treatment paradigms.

The client needed expert perspectives on the current global oncology marketplace and treatment landscape in order to introduce their innovation optimally. Furthermore, the client required insights into why and how practice decisions are made at the community physician level in the US.



OUR APPROACH

Provide the right mix of business intelligence products to help our partner identify, understand, and respond to market dynamics

Aptitude Health produced independent oncology insight reports from a series of data-gathering and information-sharing events powered by our Axess Network of global key opinion leaders and community physicians. To meet the client's goals, our team recommended the following from our 360° INSIGHTS interlinked platform of virtual business intelligence products:

EPICS

EPICS: reports were derived from independently funded 2-day clinical deep dives with 12 key opinion leaders discussing and debating the current and future clinical landscape, drug development, management of patients, and future directions

CASES

CASES: reports yielded a wealth of information about the US community practice setting. Insights were derived from half-day regional meetings designed to understand how and why different treatment options were applied in a local setting

ONCOBOARD

ONCOBOARD: reports were developed from online community forums. Experts had the ability to answer and discuss the topics provided within their group. Insights were provided to the client in 72 hours



RESULTS ACHIEVED

Using information from the insights reports, our client was able to build successful business strategies

The client leveraged Aptitude Health insights reports to obtain the relevant information required to build the strategy for their new product development and commercialization.

The reports provided an expert overview of the current and future treatment landscape, drug development, and management of patients. Strategic insights specific to the client's product were also included, highlighting what was learned, how to interpret the results, and what needed to be done. Finally, the reports provided additional insights into how patient care decisions were being made at a regional and local level.

The business intelligence provided by Aptitude Health was used to fine-tune product marketing, messaging, and multiple tactical plans for global and regional US rollouts.