DIGITAL PATIENT HEALTH

DEVELOP AND RELEASE SAFER MEDICINES, FASTER

INDUSTRY

Life Sciences

CHALLENGES

Manual spreadsheet-based approach was slow, inefficient and error prone

Automated solution was too inflexible to support the end-to-end process

KEY BENEFITS

Faster market access

More effective clinical trials

More acccurate and relevant competitive analysis

Higher reimbursements

SUMMARY

A global pharmaceutical company had achieved a scientific breakthrough in a highly competitive area of an unmet medical need and was quickly amassing clinical and biomarker data across multiple indications in a therapeutic area. Through the use of Anzo®, the company was able to deliver a competitively superior medicine to the market faster, and secure higher reimbursements.

THE CHALLENGE

The company had developed a new molecule with significant promise to fight various forms of a disease, but work remained to better understand how the molecule would work for different patients, at different stages of their disease, and in conjunction with existing therapies. Defining the right critical endpoints, the right dosing regimen, the right frequency and duration of treatment were critical variables to get right to address the broadest possible patient population.

Fierce competition was emerging which placed a premium on speed to market and innovative pricing models. The demand for real world data to supplement randomized clinical trial data was increasing while attendant resources remained flat. While understanding the science better than the competition was critical, equally important was understanding how to deploy the right resources at the right time as the compound moved through the different stages of their pipeline.

THE SOLUTION

To make faster and better clinical decisions in a novel area of unmet medical need, the company deployed Anzo to provide its clinical physicians with unfettered access to historical clinical trial and biomarker data. This broad access to aggregated randomized clinical trial data within a therapeutic area, but across indications, allowed physicians to explore new hypotheses and discover previously unknown correlations between concurrent treatments that could improve overall survivability. Using the data to better understand the science and patient responses to the novel medicine, physicians were able to design more effective trials with increased confidence in their selection of clinical endpoints, patient populations, predictive biomarkers, dosing regimen, and treatment frequency and duration.

Other stakeholders are also able to extract value from the Anzo solution. Safety physicians within the pharmacovigilence group are leveraging Anzo to monitor patient safety. Clinical Operations staff can mine data to identify patients for clinical trials and link external data to understand where competitors are recruiting.

CAMBRIDGE SEMANTICS

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