

# PREDICTING PRESCRIBERS WITH PATIENTS MOST LIKELY TO FILL

**DOCUMENT:** CASE STUDY

**PRODUCT:** PREDICTIVE PATIENT

## COMPANY

### Pharma Company Focused on Rare Diseases

A small specialty biotech company develops and markets therapies targeted to a range of devastating human genetic rare diseases.

## CHALLENGE

### Sales Team Inability to Prioritize Prescriber Calls

The company was struggling to grow the patient population for one of their products. The goal was to identify new prescribers treating patients eligible for the drug.

This rare-disease drug had extremely limited patient numbers and multiple therapies in the market, however, so competition for every dose was fierce. In order to compete effectively, the company needed to ensure prescriptions were written and filled efficiently to avoid prescribers switching to competing products.

The small sales team was challenged with how to prioritize HCP calls to focus on those with patients most likely to get on therapy quickly.

While the team had already identified high volume prescribers, the ultra-rare nature of the disease created a situation where many HCPs had only one patient each. Prioritization was difficult without more information.

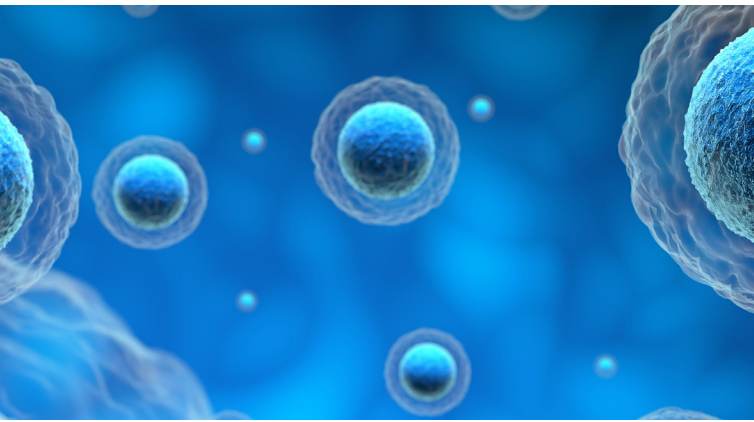
Eligibility for this drug requires a positive test for a certain genetic marker, but information on which patients tested positive or needed testing was not available through standard patient reporting. Reaching undiagnosed or newly-diagnosed patients would require in-depth data and analysis.

The company required a solution that would provide their sales team with information they needed to know which prescribers to prioritize so that they could compete effectively.

## SOLUTION

## Sales Force Optimization

The company selected ConcertAI's Predictive Patient to address their needs for sales force outreach prioritization.



Predictive Patient's AI and advanced analytics capabilities identifies drivers most highly correlated to prescribers with patients most likely to fill. The solution begins with identified and de-identified data, while meeting the highest level of privacy requirements, to deliver superior matching and tracking across datasets.

Linking indicators from both healthcare- and non-healthcare data at a patient level from specialty pharmacy, claims and Sunshine Act data, and provider masters delivers meaningful and actionable insights including the following:

### > HCP Tiering

A provider-tiering algorithm delivers cohorts based on patient likelihood to fill. Integration of multiple data elements such as patient and claims volume, sunshine-act reporting, and specialist type, it delivers the sales team with precise targeting priorities.

### > HCP Utilization

Dashboard views of providers, patients and claims volumes deliver timely and comprehensive brand performance reporting.

## RESULTS

## Growth in New Patients and Prescribers

With Predictive Patient, the patient journey becomes illuminated, delivering value focused on optimizing the patient experience.

While using Predictive Patient, benefits to the pharma company include:

- > Growth in new prescribers
- > Expansion of patient population
- > Greater sales force efficiency

# >40%

Growth  
in newly-  
prescribing  
providers

“With ConcertAI Predictive Patient, our sales team knows where to go first to make the biggest difference.”

—VICE PRESIDENT, BRAND MANAGEMENT

**ConcertAI** delivers powerful, integrated real-world data and AI-driven solutions to transform how insights are generated and accelerate therapeutic innovations to patients.

Contact us to learn more about Predictive Patient.