CASE STUDY

Revolutionizing Drug Development and Patient Care Using Patient Journey Analytics – A Customer Success Story

A leading Biopharma company based out of Denmark was looking to identify and assess possible ways through which they could leverage patient journey analytics to assess the qualitative and quantitative patient datasets to arrive at a better understanding of patient needs and the perceptions of target physicians in order to drive a more effective outreach towards them.

The Business Challenge

The healthcare industry is in the midst of a major paradigm shift due to which players are swiftly moving away from fact-based decisions to the discovery of insights with an emphasis toward empowering a data-driven healthcare system. Though biopharma companies are continuously challenged to leverage innovative methodologies to demonstrate the value of their offerings, most of them lack the basic capabilities and analytics skills to do so. Patient journeys are generally strategic which signifies that in a competitive and highly regulated environment like biopharma, understanding patient journeys can make a significant difference which can literally make or break the success of their drug launch initiatives. While recognizing that patient journey analytics is often more essential for biopharma companies than for other players, it's imperative for businesses in this sector to leverage patient journey modeling to transform patient experiences.

With a keen eye on exploring new drug development opportunities, a multinational biopharma company approached Quanztig to gain a comprehensive view of the patient journeys and their overall experience. Dealing with an unstructured patient database proved to be a major challenge for the client given the inefficient nature of their data management systems. Additionally, with patient data being captured and stored from multiple interactions points the client found it challenging to monitor and track individual patient journeys to arrive at a conclusion.

Solution Offered and Value Delivered

An in-depth analysis helped us better understand the complexities of the client's datasets and the challenges faced by them. Our patient journey analytics experts leveraged natural language processing and advanced algorithms to parse through the troves of unstructured patient datasets in order to extract sentiments and meaningful insights from them. This, in turn, helped the biopharma client to identify the most effective drug and treatment pattern based on patient characteristics.

Quantzig's patient journey analytics solutions also offered predictive insights on:

- Communicating the potential benefits of a drug to enhance its value among patients and stakeholders
- Building action plans to address issues through patient journey mapping
- Rolling out patient support programs based on real-time patient data and advanced patient journey analytics
- Categorizing and prioritizing important patient segments

What is Patient Journey Analytics?

In today's complex healthcare ecosystem understanding how patients navigate the healthcare system is crucial for pharma companies looking to maximize the potential of novel treatment pathways or services. However, businesses cannot make a crucial decision using unstructured patient data sets but have to further refine them using advanced analytics tools to make appropriate business decisions. But even with real-world patient data, it is hard to assess the factors that could have the greatest impact on treatment decision-making. This is where the patient journey analytics steps in. Patient journey analytics can help businesses to make crucial decisions regarding new treatments, drug development, and patient care.