



# ASSOCIATES

an IQVIA business

## Case study

*With Patient Insights we transform data into business strategies*



### CASE

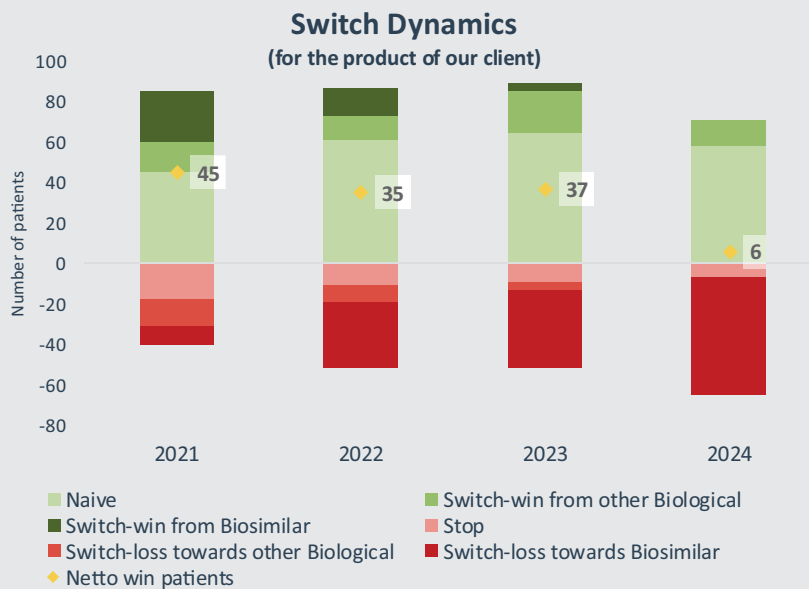
One of our clients, a manufacturer of biological products, faced increasing competition from biosimilars. More patient-friendly options, such as oral administration instead of injections, were entering the market, and the medication was only reimbursed under certain conditions. These factors raised significant strategic questions in a constantly evolving market:

- Where and among which patients do we observe a transition to biosimilars?
- Is compliance better among patients taking oral treatments?
- How can we ensure that patients who stop their oral treatment switch to our treatment?
- How can we strengthen the influx from previous treatment lines?
- ...



### OUR SOLUTION

- Come to a clear understanding of our client's needs.
- Formulate their business questions accurately to decide on relevant analysis.
- Align on the correct definitions of patient types, products in scope and level of granularity.
- Translate the results into a clear, concise, and interactive report for strategic thinking.
- Correctly interpreting and presenting this report to translate it into actionable business strategies.



*Despite a rather stable naive patient pool, our client is increasingly losing patients to biosimilars.*



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## Our Service

### *Our Patient Insights offerings: A Springboard for Your Market Strategy*



## PATIENT INSIGHTS OFFERING

### With Patient Insights we transform data into actionable business strategies:

- Support discussions for your reimbursement file.
- Conduct forecasting scenario planning.
- Gain a better understanding of the patient journey and patient dynamics.
- Understand your market share at patient level.
- Track changes in patient compliance.
- Understand the role of general practitioners versus specialists.
- Develop effective market entry strategies.
- Detect disruptions in your market environment.

### Typical questions where IM Associates can leverage patient data to address your specific needs:

- How many patients have been initiated in the past 12, 18, 24, ... months?
- How many patients have changed their treatment within the same period?
- How compliant are patients on your product?
- Can we have a view on patient numbers per indication?
- What is the treatment duration before a patient evolves to another line of treatment?
- What is the uptake of a new competitor among specialists?
- Are there geographical differences in treatments?
- What are the age profiles of patients?
- Do general practitioners have an initiating role?
- Do general practitioners follow the initiation by the specialist or adjust the treatment?
- What co-medication patterns do we see?
- ...



### What you can expect:



Insights based on data from Belgian retail pharmacies.



This data is translated into an interactive report that answers questions from Marketing, Market Access, or Medical on a one-time or recurring basis.

## Want more info? Feel free to contact us. See you soon!



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