



Mark Bard  
DHC Group

## >> Industry Insights






# RWE in Life Sciences

Structure, Challenges, Use Cases, and Opportunities

Q3 2021

# Key Questions

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-  **Where does RWE sit in the org chart/organization?**
-  **Opportunities with RWE with consumers?**
-  **What are the challenges to using RWE for marketing?**
-  **Opportunities with RWE with physicians?**
-  **What are the use cases for RWE today?**

01.

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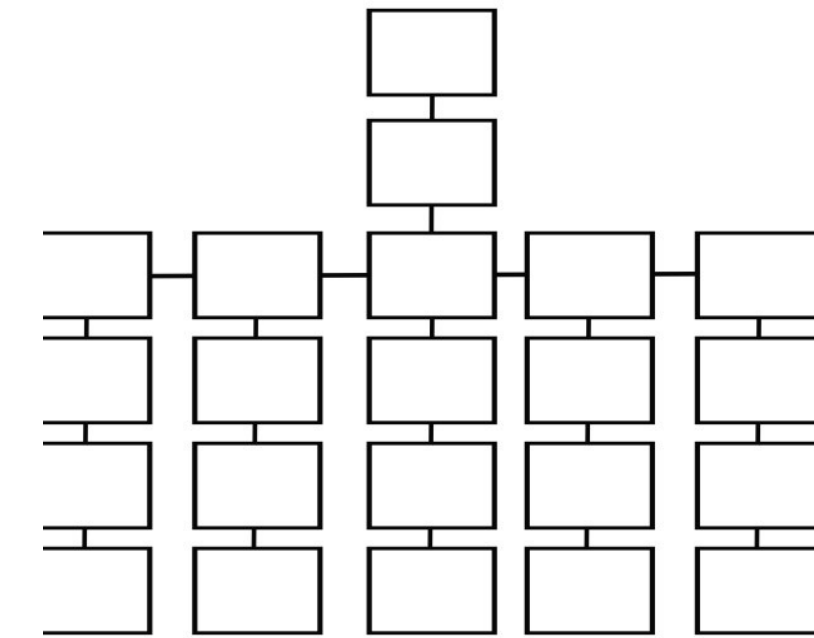


# RWE and the Org Chart

# RWE and Org Chart

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*Where does RWE sit in the organization?*



“ Medical Affairs

“ Customer Insights

“ Product Development

“ Commercial Analytics

“ Innovation Team within IT

“ Leadership roles within IT and Marketing – and someone to crosswalk the RWE strategy

02.

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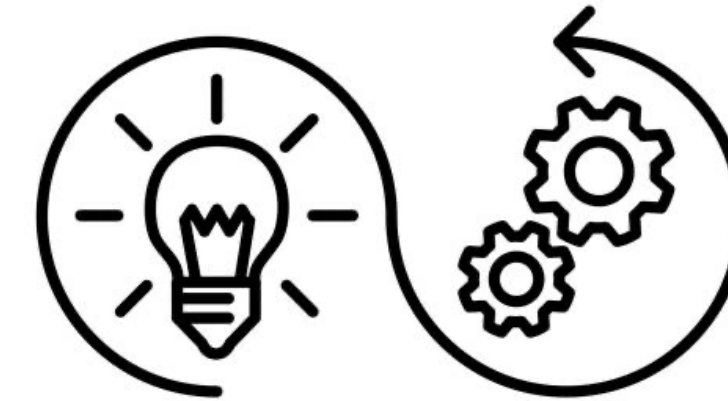


# RWE Challenges

# RWE Challenges

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*What are the challenges with using RWE for sales and marketing?*



“

**Sales & marketing does not understand** this data – they can't explain it to others

“

Marketing needs **significant** training to understand how to use it properly

“

It's **hard to validate the the significance** of the the data – we have plenty of data

“

Translating the data into **insights**

“

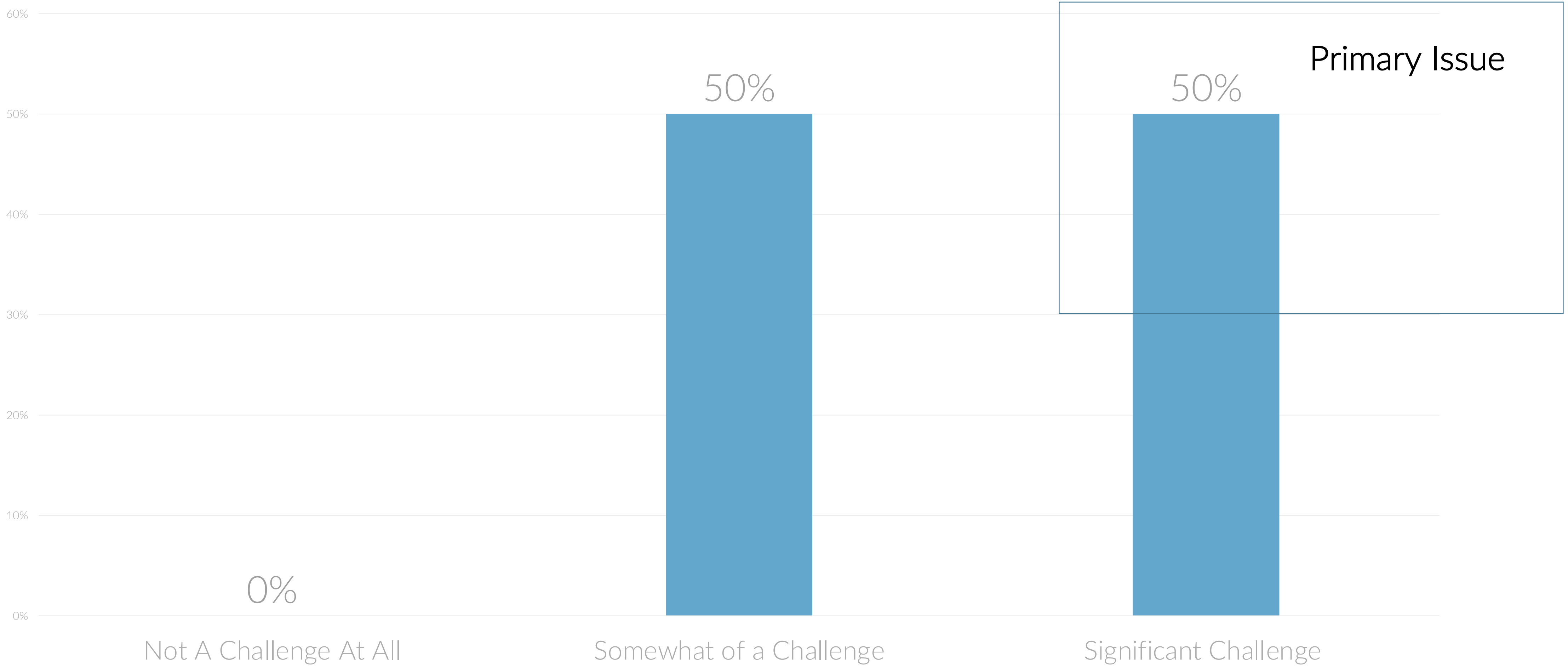
**Inadequate funding** and budgets

“

**Regulatory concerns** about whether or not we can use RWE for commercial

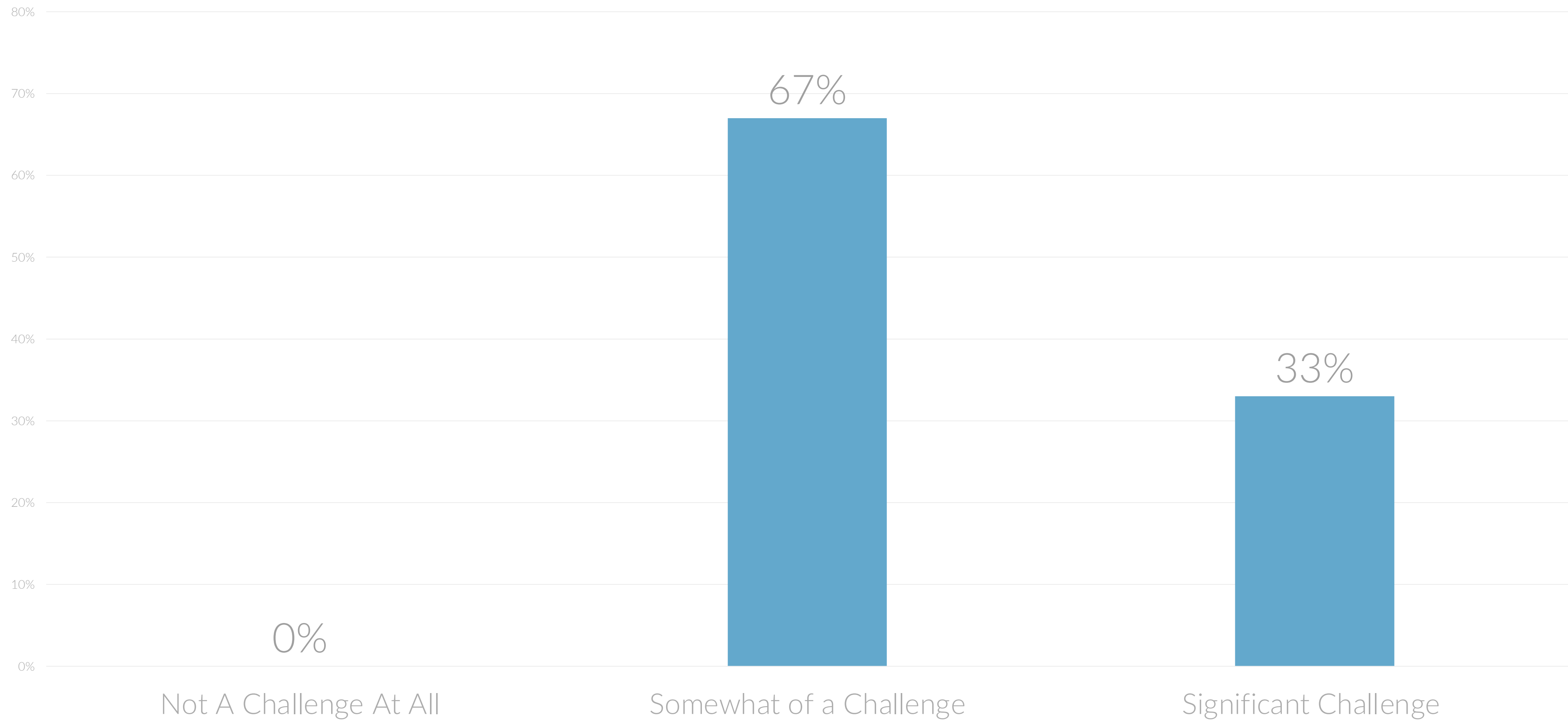
# RWE Challenges: Execution Capabilities

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# RWE Challenges: Inadequate Analytics

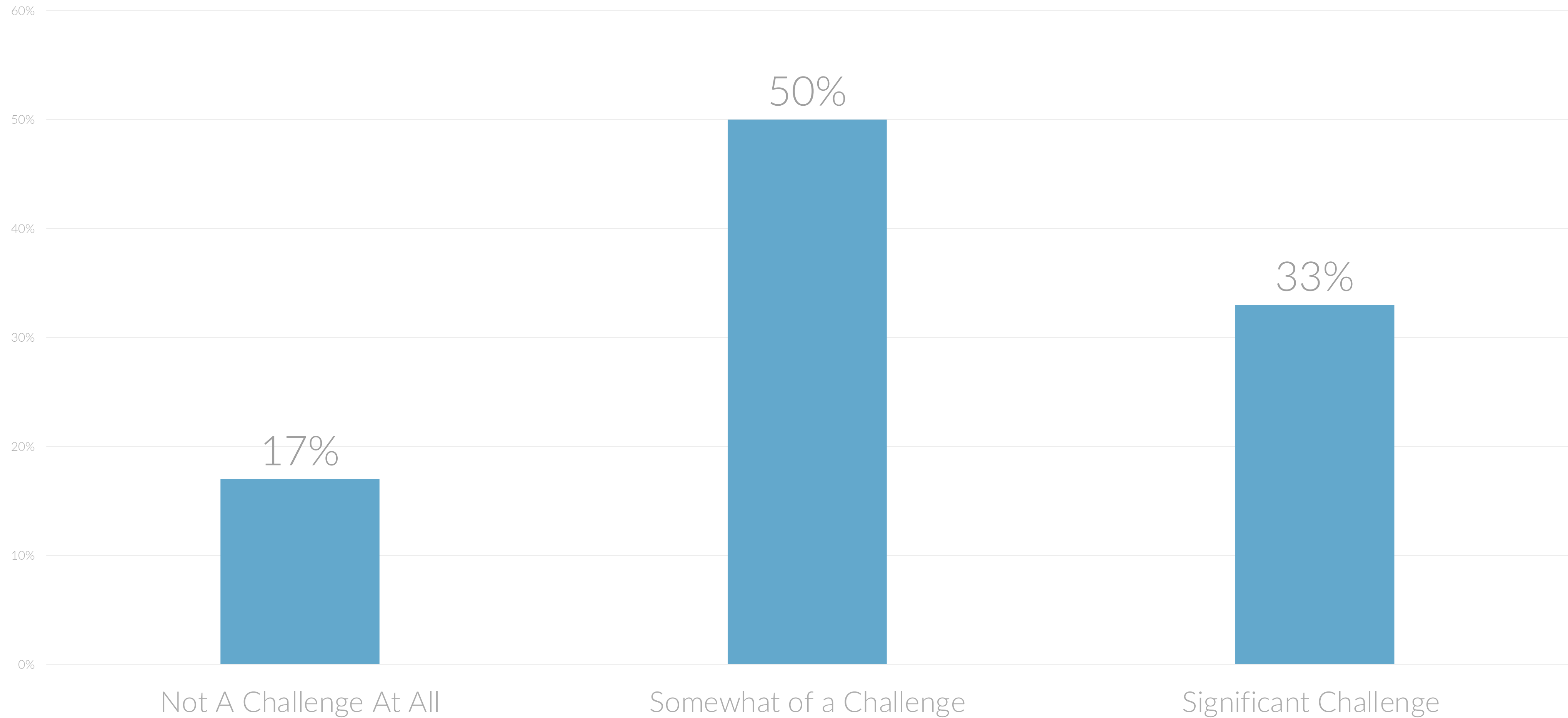
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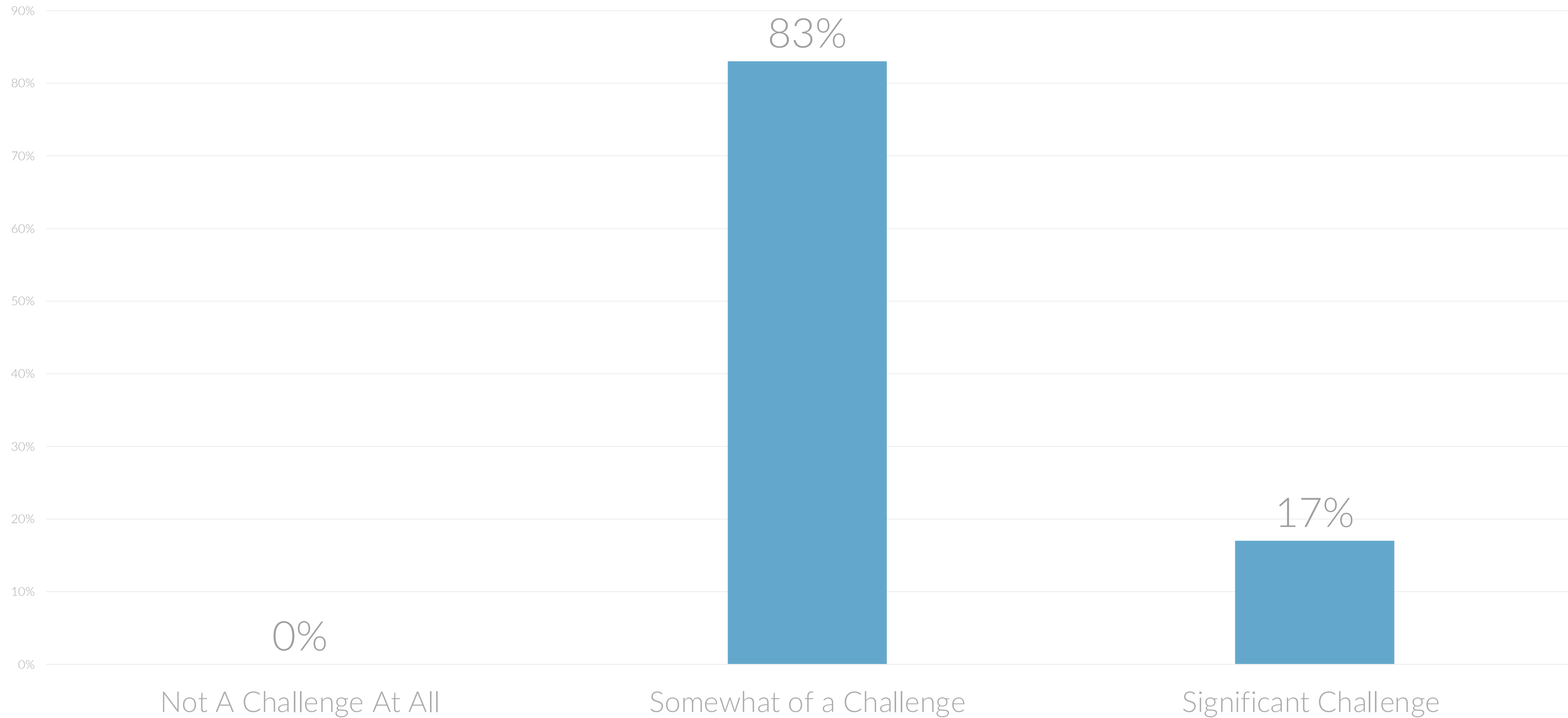
# RWE Challenges: Privacy Issues with Patient Data

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# RWE Challenges: Time Lag of the Data

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03.

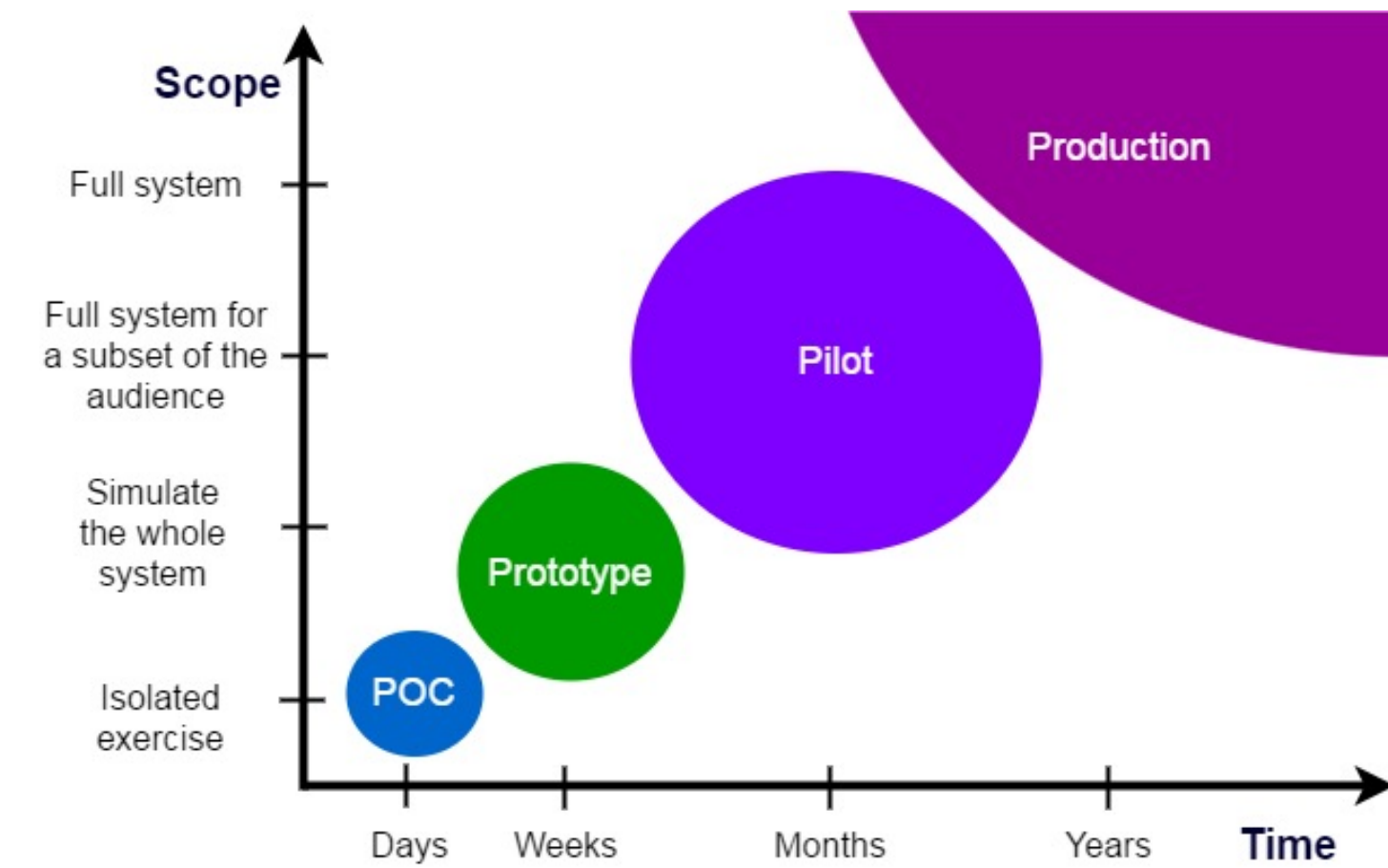
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# RWE Use Cases

# RWE Use Cases with Customers

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“

We do nothing with patients ... we only use **RWE with our HCP audience**

“

To support **market access** needs (evidence)

“

RWE for **patient support programs** and services (for the HCP audience)

“

Quite a bit with HCP audience – **product launches and ongoing insights**

“

Combination of **RWE with clinical trial data** at product launch/release

“

RWE to support **product effectiveness** in HCP content (white papers, brochures)

04.

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# RWE Opportunities with Consumers

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“

It's really hard to distill RWE into a **consumer-friendly format for patients**

“

Using RWE to **support new products** ultimately benefits patients

“

We share RWE via **social media platforms** targeting consumers

“

Surface **concerns and satisfaction** with our products – **insight into competitors** as well

“

The challenge and opportunity is distilling the RWE in a way to **influence patient choice**

“

To determine **which patients will drop off** therapy with the 2nd, 3<sup>rd</sup>, and 4<sup>th</sup> fill

05.

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# RWE Opportunities with Physicians

# RWE Opportunities with Physicians

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“

The opportunity is having the right people to apply this data to HCP **ad promo strategies**

“

Acceptance of the RWE data **by physicians** is a big opportunity

“

Sharing RWE with HCP in **social platforms**

“

RWE gives a more complete **understanding** of **HCP interactions with patients**

“

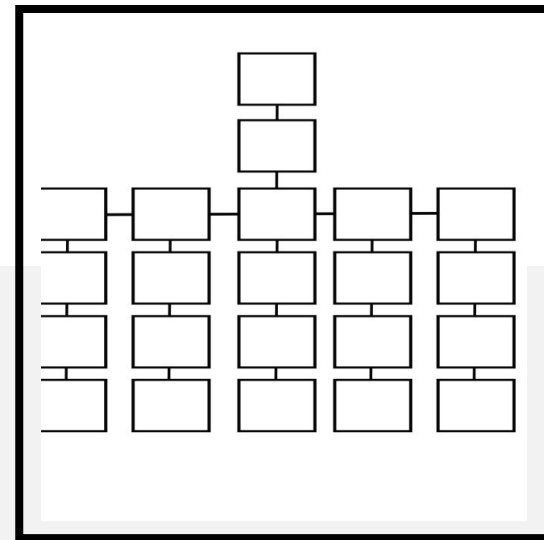
RWE drives more **efficient communication, targeting, and timely content** for HCP

“

RWE can help **drive metrics** and internal KPIs

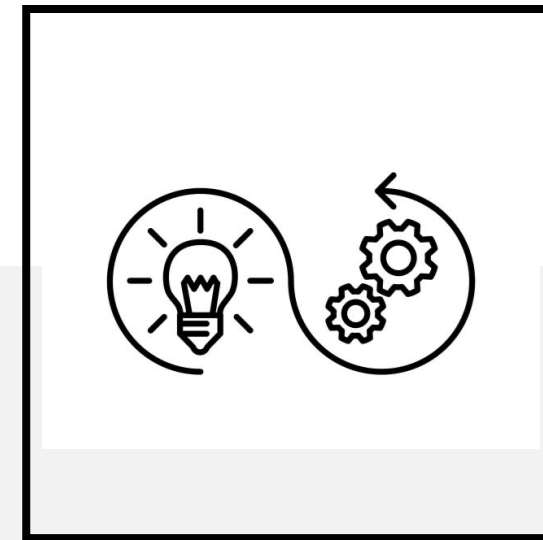


# Key Takeaways for RWE in Pharma



## Org Structure (lack of integration) a Key Issue in Pharma

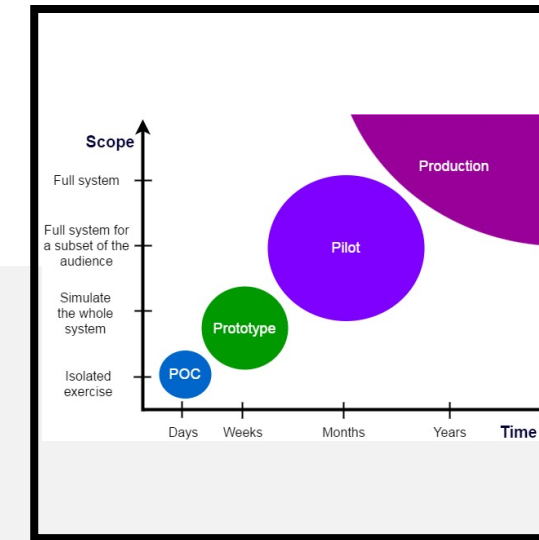
Many of the leaders in RWE expressed concern about the current org charts and internal structures limiting the use of data, insights, and tools beyond IT, analytics, and medical affairs.



## The Primary Challenge with RWE Is Execution Capabilities

Data privacy, time lag of data, and analytics are secondary to the challenges of execution capabilities and going the last mile with RWE data – from data to outcome.

*“Can we go the last mile and execute based on the RWE data?”*



## Use Cases Remain Isolated for Many Brand Teams

RWE at product launch is a key use today along with use in patient support programs (for use by HCP) and supporting existing market access efforts and programs (evidence).



## However, Significant Opportunities Lie Ahead with RWE Data

Pharma leaders see an opportunity to use RWE for (enhanced) ad targeting and promo with HCP, better content targeting, and using the data to better understand patient/physician interactions. Another opportunity lies with using RWE to drive Cx programs.

# MORE INFORMATION

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DHC Group  
[thedhcgroupp.com](http://thedhcgroupp.com)

DHC Group funds and conducts research, hosts and produces industry events, while offering media and outreach opportunities for its members. The DHC Group partners with numerous industry outlets, including the Digital Health Coalition, to drive industry thought leadership forward and make research-supported content available to a broader audience of pharmaceutical, media, publishing, technology, and advertising firms interested in the future of digital health, marketing, and customer experience.



OptimizeRx  
[OptimizeRx.com](http://OptimizeRx.com)

We are a digital health company that is focused on bringing life sciences support to patients and providers. We advance affordability and make it easier for patients to stay on therapy.

OptimizeRx® (OPRX) provides unique physician and consumer platforms and strategies to help patients better afford and adhere to their treatment regimens, while offering pharmaceutical and healthcare companies more effective ways to deliver relevant information and services to healthcare providers and their patients right at the point of care.

# OptimizeRx WEBINAR

## APPLICATIONS IN ADVANCED ANALYTICS TO INCREASE EARLY TREATMENT RATES IN PATIENTS WITH MULTIPLE SCLEROSIS



**EZE K. ABOSI**  
Head, RWE Solutions

OptimizeRx



**ADAM ALMOZLINO**  
VP, Data & Products

OptimizeRx



**MARK BARD**  
Co-Founder

**DHCGROUP**  
RESEARCH • STRATEGY • INSIGHTS



**REBECCA LOVE**  
RN, MSN, FIEL, Chief Clinical Officer

**IntelyCare**

# SPEAKERS



**REBECCA LOVE**, RN, BS, MSN, FIEL is an experienced nurse executive, the first nurse featured on Ted.com, and part of the inaugural nursing panel at SXSW 2018. Rebecca was the first Director of Nurse Innovation & Entrepreneurship in the U.S. at Northeastern School of Nursing – the founding initiative in the country designed to empower nurses as innovators and entrepreneurs. She is also co-founder and president of SONSIEL: The Society of Nurse Scientists, Innovators, Entrepreneurs & Leaders, a non-profit affiliate member to the UN. Rebecca is passionate about creating communities to empower nurses and help them innovate, create and collaborate to start businesses and inventions to transform healthcare.



**MARK BARD** is a new media, marketing, and technology entrepreneur. Mark's focus and passion include digital, data analytics, and customer service in a connected world. He co-founded the DHC Group in 2020 and co-founded the Digital Health Coalition, a non-profit think tank based in New York, in 2011. Mark previously sold Manhattan Research, a company he co-founded, to Providence Equity Partners.



**ADAM ALMOZLINO** is a data, analytics, and strategy professional with over 10 years of experience in healthcare, especially serving the life sciences sector. With training in medicine, Adam has consulted for major biopharma companies on brand launch and commercialization strategy. He also has experience developing data analytics business strategies, running data science businesses and bringing products to market.



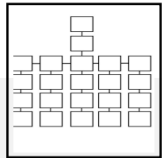
**EZE ABOSI** is the Head of Real-World Evidence Solutions at OptimizeRx. He is a senior leader with nearly 15 years of experience supporting brand and medical teams with data, insights and analytics. Eze obtained his bachelor's degree from Union College (NY) and earned a Master's Degree in General Management from Harvard University.



INDUSTRY INSIGHTS

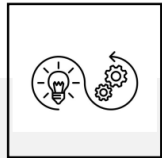
# CHALLENGES AND A SOLUTION FOR LEVERAGING RWE

## THE CHALLENGE: Integration and Execution



**Org Structure**  
(lack of integration)  
a Key Issue in Pharma

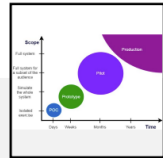
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- How can this fit into our existing approach?
- How can our organization align on this?
- How is this actionable?

## THE SOLUTION: Strategically-Oriented Solution Architectures

Design and execute integrated RWE-enabled plans incorporating both the external and internal context for the Brand

# OBJECTIVE AND APPROACH

## OBJECTIVE:

Develop and execute a plan to leverage RWE for maximum Brand success integrating across all relevant contexts

## APPROACH:

### 1. ANALYZE EXISTING CONTEXTS

Contexts including

- Clinical
- Commercial
- Existing Strategy

### 2. Create Solution Architecture

An RWE-enabled strategy aligned around existing Brand Strategy, including leverage points

### 3. Create Execution Plan

Including targets, and success criterion

### 4. Develop Analytics and Algos

Analytics to find targets, to find define messages, to trigger communications, etc.

### 5. Execute Communications

Communicate with HCPs and Patients to execute strategy

### 6. Measure Impact and Optimize

Measure impact and adjust as needed

# CASE STUDY – THERAPY BACKGROUND

## CLINICAL BACKGROUND

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- Brand treats Relapsing Multiple Sclerosis

## STRATEGIC OBJECTIVES

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- Brand's goal is to accelerate diagnosis of Relapsing Multiple Sclerosis and help get patients on their life-improving therapy



# CASE STUDY – 1. ANALYZE EXISTING CONTEXT

**GOAL:** Accelerate diagnosis of Relapsing Multiple Sclerosis and help get patients on their life-improving therapy

## CLINICAL CONTEXT

- **Brand’s Value** Brand provides value for Relapsing therapy
- **Dx/Tx Pathway** MS Dx and Tx pathway is well understood, relapsing dynamics are similar but can have additional steps

## COMMERCIAL CONTEXT

- **Alternatives** Many alternative therapies exist
- **Market Access** Wins and formulary coverage achieved for several major plans, but not all
- **Perceptions** Therapy seen as exciting but expensive

## STRATEGIC PLAN CONTEXT

- **Existing Strategies** Existing plans are focused on changing cost perceptions and emphasizing clinical value
- **Promotion Assets** Field force and website based digital messaging, interest in POC

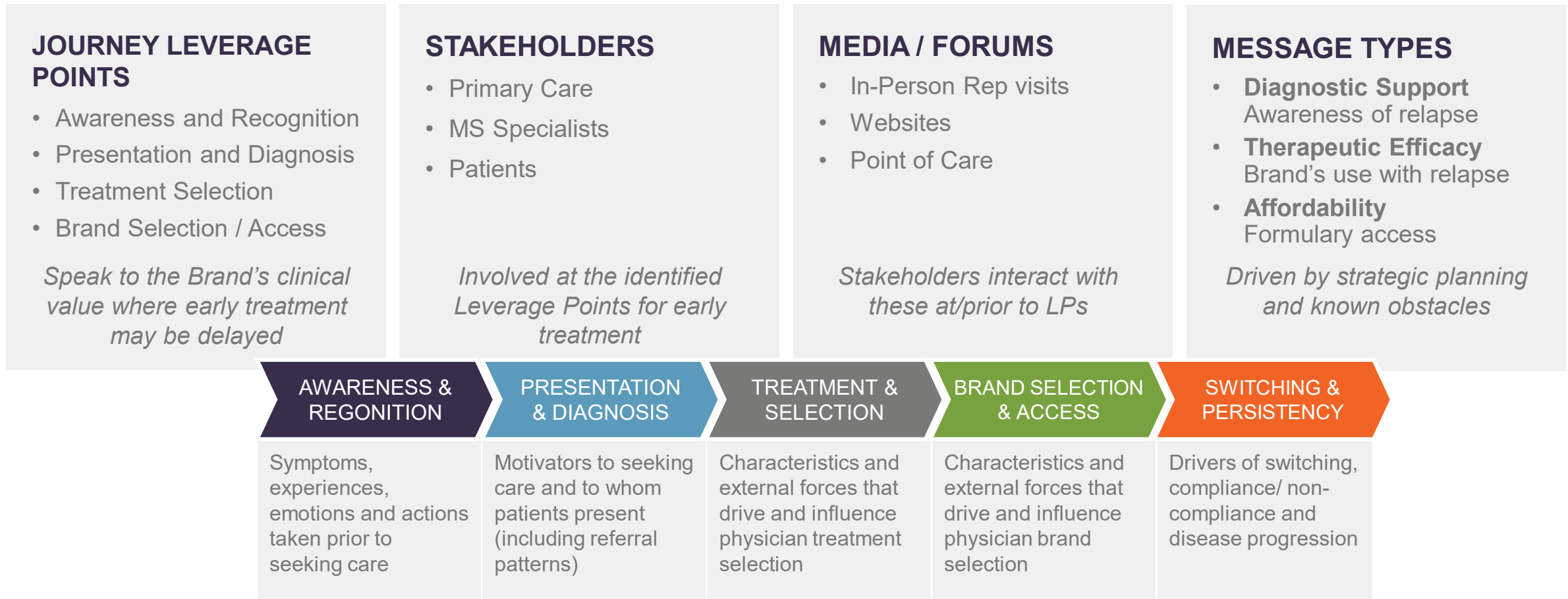
## MS Patient Journey



Also Derivable from RWD!

# CASE STUDY – 2. CREATE SOLUTION ARCHITECTURE

**GOAL:** Accelerate diagnosis of Relapsing Multiple Sclerosis and help get patients on their life-improving therapy





















# CASE STUDY – 2. CREATE SOLUTION ARCHITECTURE

**GOAL:** Accelerate diagnosis of Relapsing Multiple Sclerosis and help get patients on their life-improving therapy

		AWARENESS & REGONITION		PRESENTATION & DIAGNOSIS		TREATMENT & SELECTION	BRAND SELECTION & ACCESS	SWITCHING & PERSISTENCY
		Symptoms, experiences, emotions and actions taken prior to seeking care		Motivators to seeking care and to whom patients present (including referral patterns)		Characteristics and external forces that drive and influence physician treatment selection	Characteristics and external forces that drive and influence physician brand selection	Drivers of switching, compliance/ non-compliance and disease progression
STAKEHOLDERS		PATIENT	PRIMARY	SPECIALTY	PRIMARY	SPECIALIST	SPECIALIST	
MEDIUM	Website/Social							
	Digital Point-of-Care							
	In-Person Rep Visits							
MESSAGE TYPE	Diagnostic Support							
	Therapeutic Efficacy							
	Affordability							




















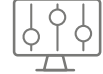








# CASE STUDY – 2. CREATE SOLUTION ARCHITECTURE

**GOAL:** Accelerate diagnosis of Relapsing Multiple Sclerosis and help get patients on their life-improving therapy

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<b>MEDIUM</b>	<b>STAKEHOLDERS</b>	 PATIENT	 PRIMARY	 SPECIALTY	 PRIMARY	 SPECIALIST	 SPECIALIST	 SPECIALIST	 SPECIALIST		
	Website/Social										
	Digital Point-of-Care										
	In-Person Rep Visits										
<b>MESSAGE TYPE</b>	Diagnostic Support										
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# CASE STUDY – 2. CREATE SOLUTION ARCHITECTURE

**GOAL:** Accelerate diagnosis of Relapsing Multiple Sclerosis and help get patients on their life-improving therapy

		AWARENESS & REGONITION		PRESENTATION & DIAGNOSIS		TREATMENT & SELECTION		BRAND SELECTION & ACCESS		SWITCHING & PERSISTENCY		
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MESSAGE TYPE	STAKEHOLDERS	 PATIENT	 PRIMARY	 SPECIALTY	 PRIMARY	 SPECIALIST	 SPECIALIST	 SPECIALIST	 SPECIALIST			
	MEDIUM	Website/Social										
	Digital Point-of-Care											
	In-Person Rep Visits											
	Diagnostic Support											
	Therapeutic Efficacy											
	Affordability											






## CASE STUDY – 3. CREATE EXECUTION PLAN

**GOAL:** Accelerate diagnosis of Relapsing Multiple Sclerosis and help get patients on their life-improving therapy

TARGETS AND MEDIUM		DATA SOURCES	IDENTIFICATION AND EXECUTION
<b>Patients</b>			
	MS Patient with high chance of Relapse, prior to relapse diagnosis	<ul style="list-style-type: none"> <li>• Consumer behavioral data</li> <li>• Website data</li> <li>• Real World Data</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Identification</b> of Consumer / Website segmentation <i>properties</i> which correspond to RWD-identified Patients who are relapse-likely – Real World <i>Data to Evidence</i></li> <li>• <b>Trigger Website Messages</b> on consumer / website segmentation properties</li> </ul>
<b>Primary Care</b>			
	Manages MS Patients with high chance of Relapse, prior to diagnosis	<ul style="list-style-type: none"> <li>• Real World Data</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Identification</b> of HCPs NPI's matching conditions</li> <li>• <b>Trigger on and Distribute NPI Lists</b> leveraging the same NPI lists across all media</li> </ul>
<b>Specialists</b>			
	Manages MS Patients with high chance of Relapse, pre-Dx	<ul style="list-style-type: none"> <li>• Real World Data</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Identification</b> of HCPs matching conditions</li> <li>• <b>Trigger on and Distribute NPI Lists</b> leveraging the same NPI lists across all media</li> </ul>
	Chooses Therapy for MS Patient diagnoses with Relapse, post-Dx		

# CASE STUDY – 4. DEVELOP ANALYTICS AND ALGOS

**GOAL:** Accelerate diagnosis of Relapsing Multiple Sclerosis and help get patients on their life-improving therapy

TARGETS AND MEDIUM		ANALYSIS AND ALGOS
<b>Patients</b>		
	MS Patient with high chance of Relapse, prior to relapse diagnosis	<ul style="list-style-type: none"> <li>• Algorithm on Real World Data – Predict Patients who have MS and a high chance of Relapse</li> <li>• Analysis on Real World Data – Properties of Patients predicted to have a high chance of Relapse</li> <li>• Analysis of Linkage – leverage Patient tokens across RWD and Website / Consumer / Social data</li> <li>• Analysis of Website / Consumer / Social – properties of Patients link</li> </ul>
<b>Primary Care</b>		
 	Manages MS Patients with high chance of Relapse, prior to diagnosis	<ul style="list-style-type: none"> <li>• Algorithm on Real World Data – Predict HCPs managing Patients who have MS and a high chance of Relapse prior to diagnosis</li> </ul>
<b>Specialists</b>		
 	Manages MS Patients with high chance of Relapse, pre-Dx	<ul style="list-style-type: none"> <li>• Algorithm on Real World Data – Predict HCPs managing Patients who have MS and a high chance of Relapse prior to diagnosis</li> <li>• Algorithm on Real World Data – Predict HCPs choosing therapies for MS Patients who have relapsed</li> </ul>
	Chooses Therapy for MS Patient who have relapsed	





## CASE STUDY – 6. MEASURE AND OPTIMIZE IMPACT

**GOAL:** Accelerate diagnosis of Relapsing Multiple Sclerosis and help get patients on their life-improving therapy

### Measurement – Test/Control Methodology

- Measure impact on HCPs and their treated Population
  - ✓ Time on average for a Patient to be diagnosed with relapsing MS
  - ✓ Share of MS Patients on Brand

### Optimize

- Review efficacy of conversion at each stage of the funnel
  - ✓ Time on average for a Patient to be diagnosed with relapsing MS per targeted Primary – Update Algo
  - ✓ Time on average for a Patient to be diagnosed with relapsing MS per targeted Specialist – Update Algo



# QUESTIONS?

Optimize Rx

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