

# Leveraging Medical Analytics to Improve Strategy, Launch, Outcomes & Care Models



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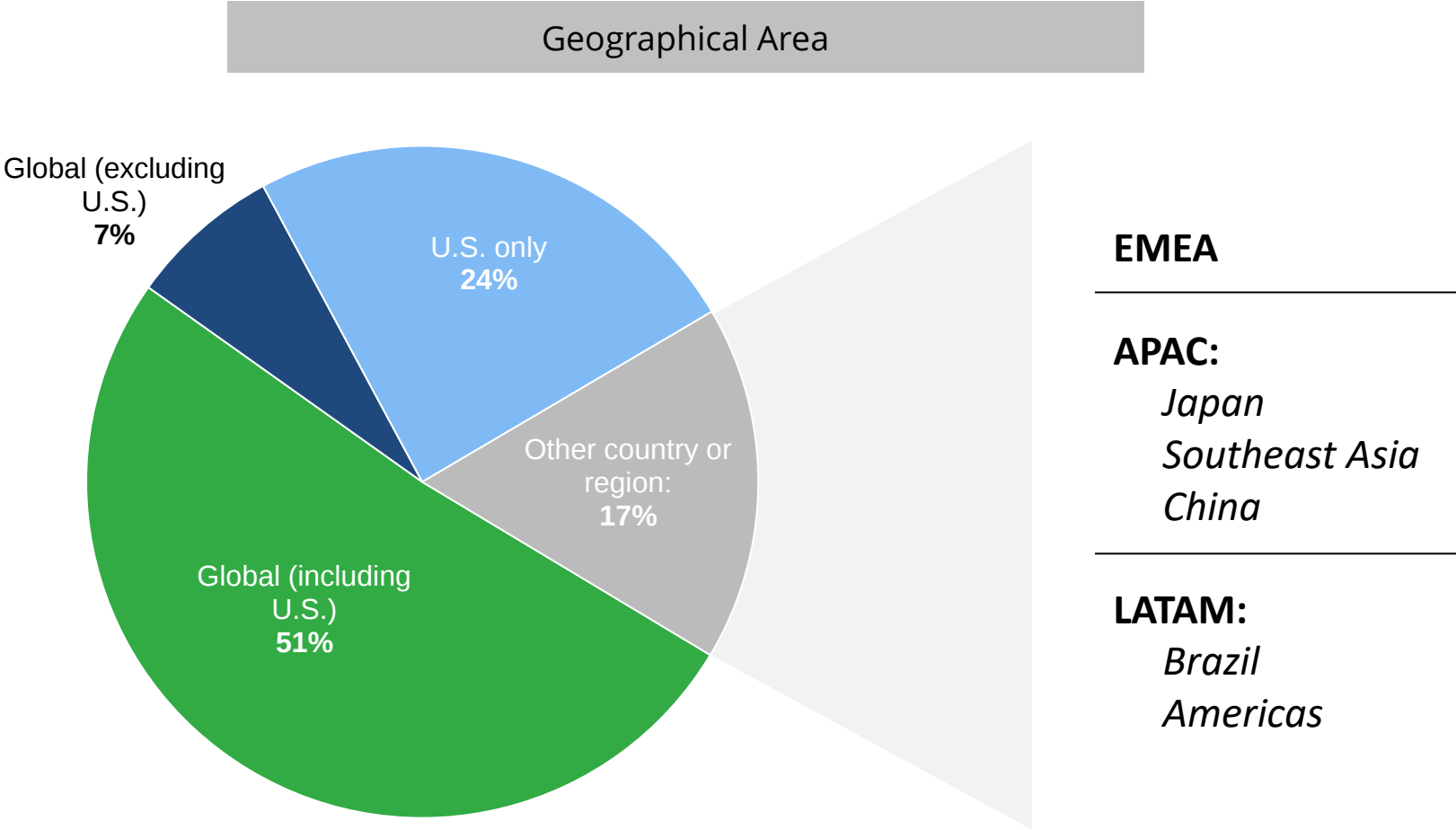
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**Universe of Learning:** This study is powered by insights from 41 Medical Affairs experts at 38 leading biopharma organizations

## Benchmark Study Partners

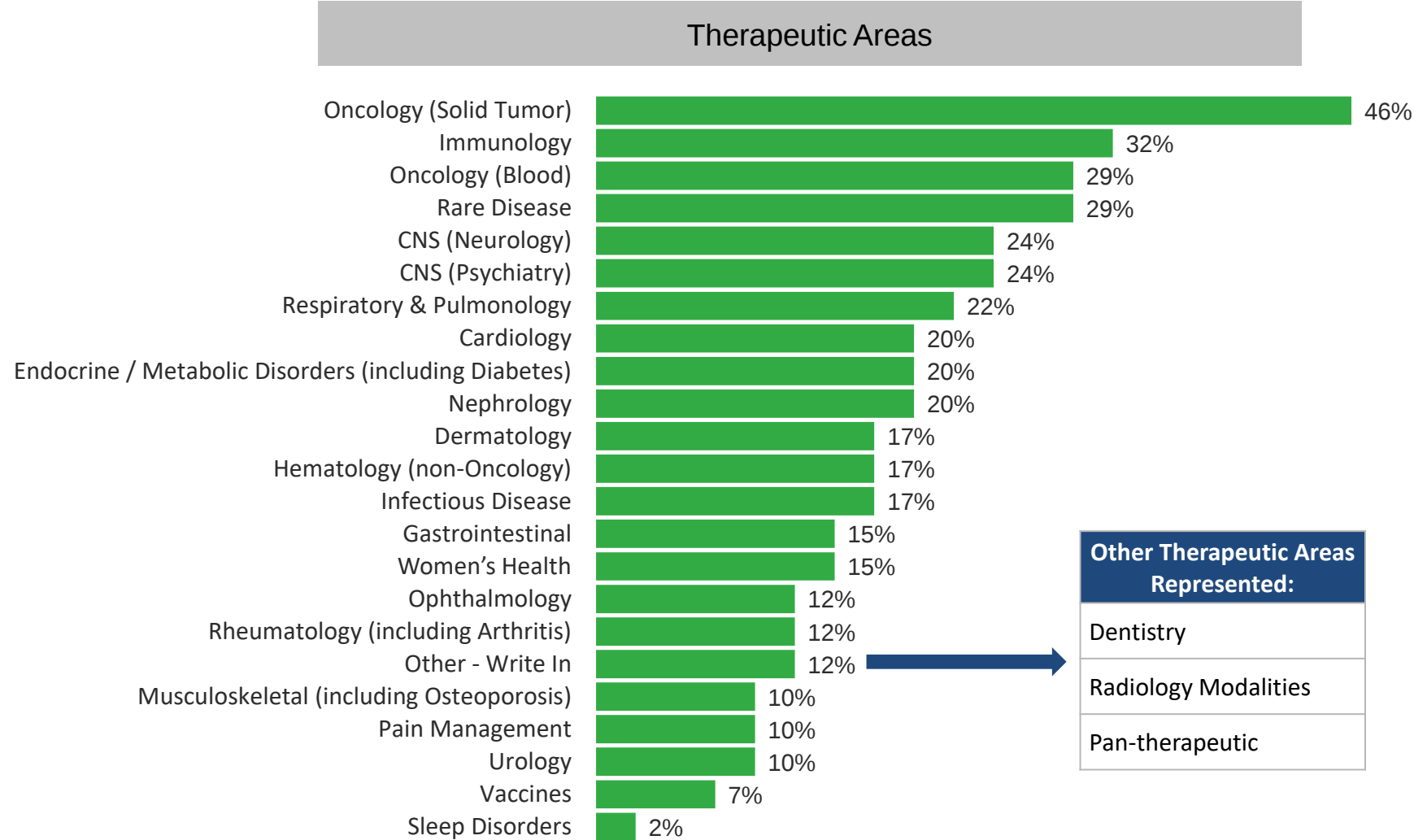


**Geographic Responsibilities:** Participants primarily held global Medical Affairs responsibilities, with 4 global regions represented



What region or country do you support for your organization in your current role?  
sample size = 41;

# Therapeutic Areas: Oncology, Immunology, and Rare Disease expertise are predominant among study participants



What therapeutic area(s) do you support in your current role?  
sample size = 41;

### BUSINESS ISSUE

Medical Affairs organizations are increasing their adoption and utilization of digital capabilities and advanced analytics, in order to address critical unmet needs. Due to the expensive and complex reality of expanding Medical Analytics capabilities, advancement has developed unevenly across the industry. The study explores how Medical Affairs groups are growing the use of analytics, gaining organizational support for higher investment, and achieving strategic goals by means of both big and small data analysis.

This research provides insights from the current Medical Analytics industry and suggests a path forward for organizations looking to advance their impact derived from new advanced capabilities.



### RESEARCH METHODOLOGY

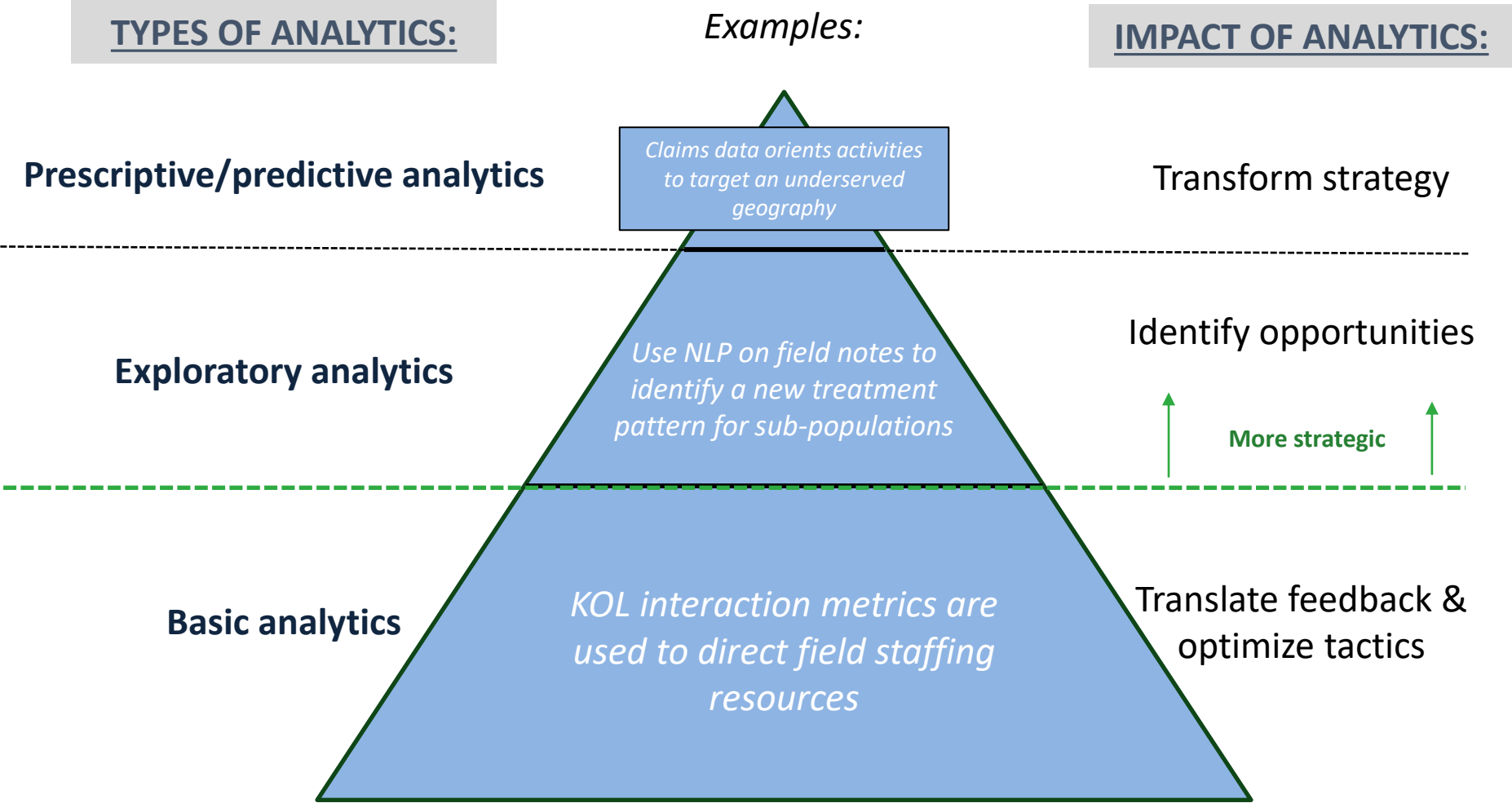
Best Practices, LLC engaged a total of 41 Medical Affairs leaders from 38 leading pharmaceutical companies. A range of functional leaders were targeted to capture the diverse strategies and analytical needs across the industry. Functions represented by this study include: Medical Operations, Medical Excellence, Digital & Medical Analytics, HEOR, Field Medical, Medical Comms., Medical Info, Strategic Insights, and other Senior Medical Leadership.

Best Practices LLC also conducted deep-dive interviews with Medical Affairs & Analytics leaders at 9 organizations to capture additional insights.

### KEY TOPICS COVERED

- Organizational goals of using Medical Analytics
- Current uses of Medical Analytics to support key activities
- Big vs. small data utilization
- Key data sources & impact
- Average maturity of analytics support for Medical Affairs
- Justifying investment for increased resources
- Sources of Medical Analytics expertise
- Effective structure of Medical Analytics groups
- Staffing & resourcing

**Hierarchy of analytics:** The proliferation of new data sets has opened up higher-order analytics for agile Medical Affairs competitors



# Top Goals: Manufacturers are seeking to maximize Medical impact through insights and engagement fueled by a strategic Medical Analytics capability



*Voices from the field:*

**Medical is too reliant on qualitative indicators:** *“Analytics outranks anecdote and should be preferred as a source.”*

**Develop a rationale that is compelling to both business and compliance stakeholders:** *“We are squandering data that can lead to better outcomes.”*

**Define specific goals and take action:** *“Identify areas of greatest unmet need...focus on outcomes metrics, not operations metrics.”*

To the best of your knowledge, what are your organization's goals for using analytics in Medical Affairs?  
sample size = 42

**Analytics Maturity Curve:** Many are maturing their analytics capabilities in field insights analysis, KOL identification and ranking & organization of RWE data

Analytics outlook

small data

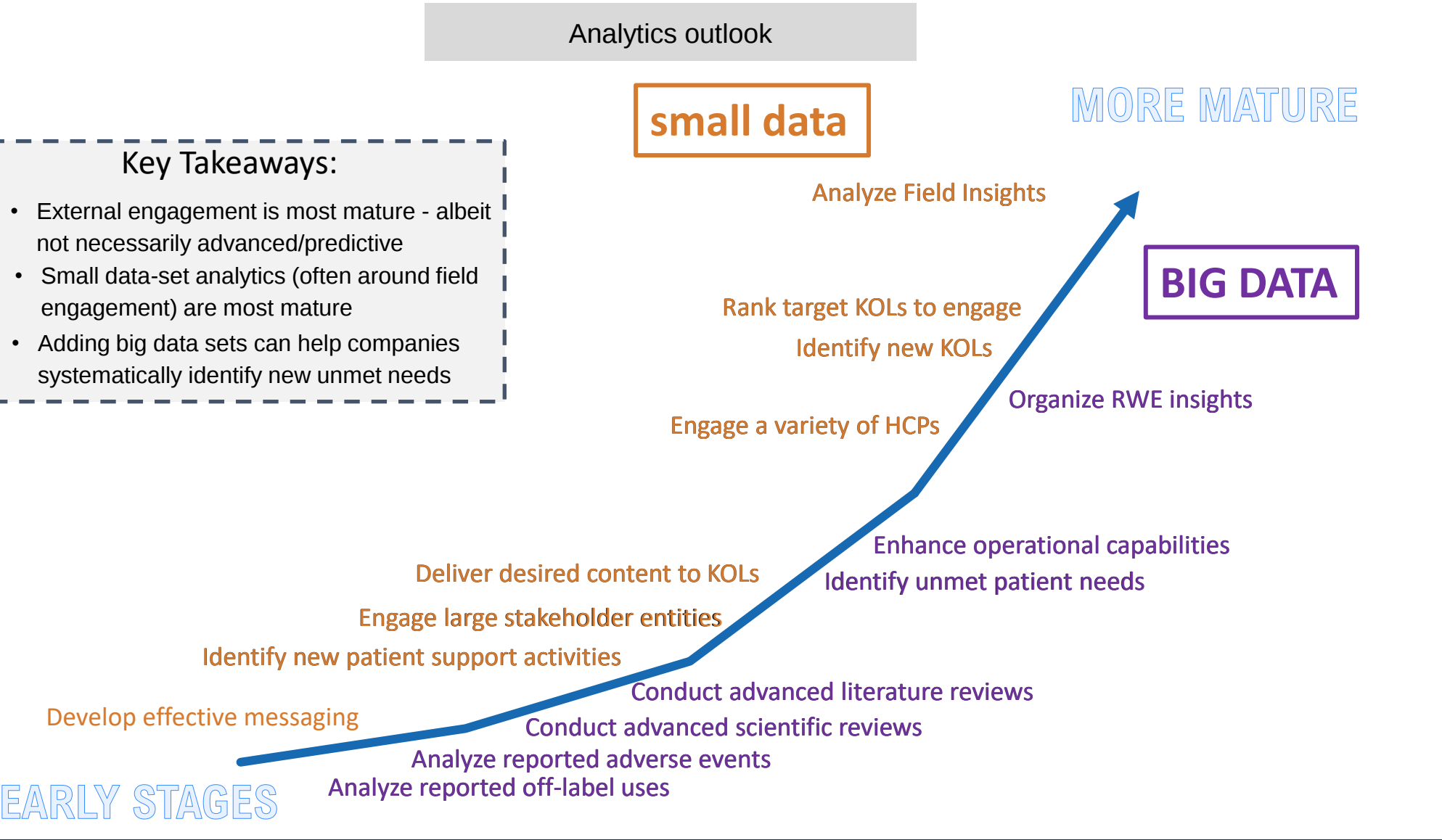
MORE MATURE

Key Takeaways:

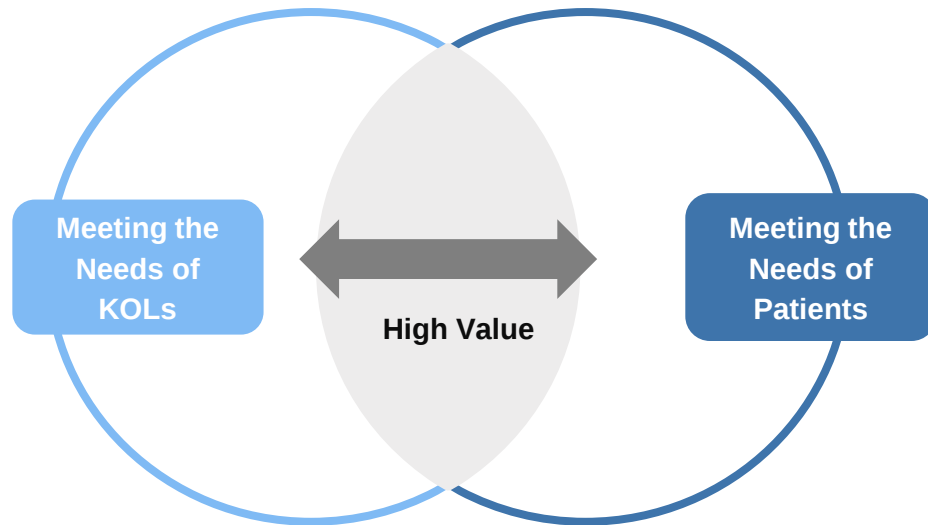
- External engagement is most mature - albeit not necessarily advanced/predictive
- Small data-set analytics (often around field engagement) are most mature
- Adding big data sets can help companies systematically identify new unmet needs

BIG DATA

EARLY STAGES



# Picking the right pilot: 85% of companies believe Medical Analytics can accelerate adoption and care model change – but picking the right pilot is an art!



## Challenges:

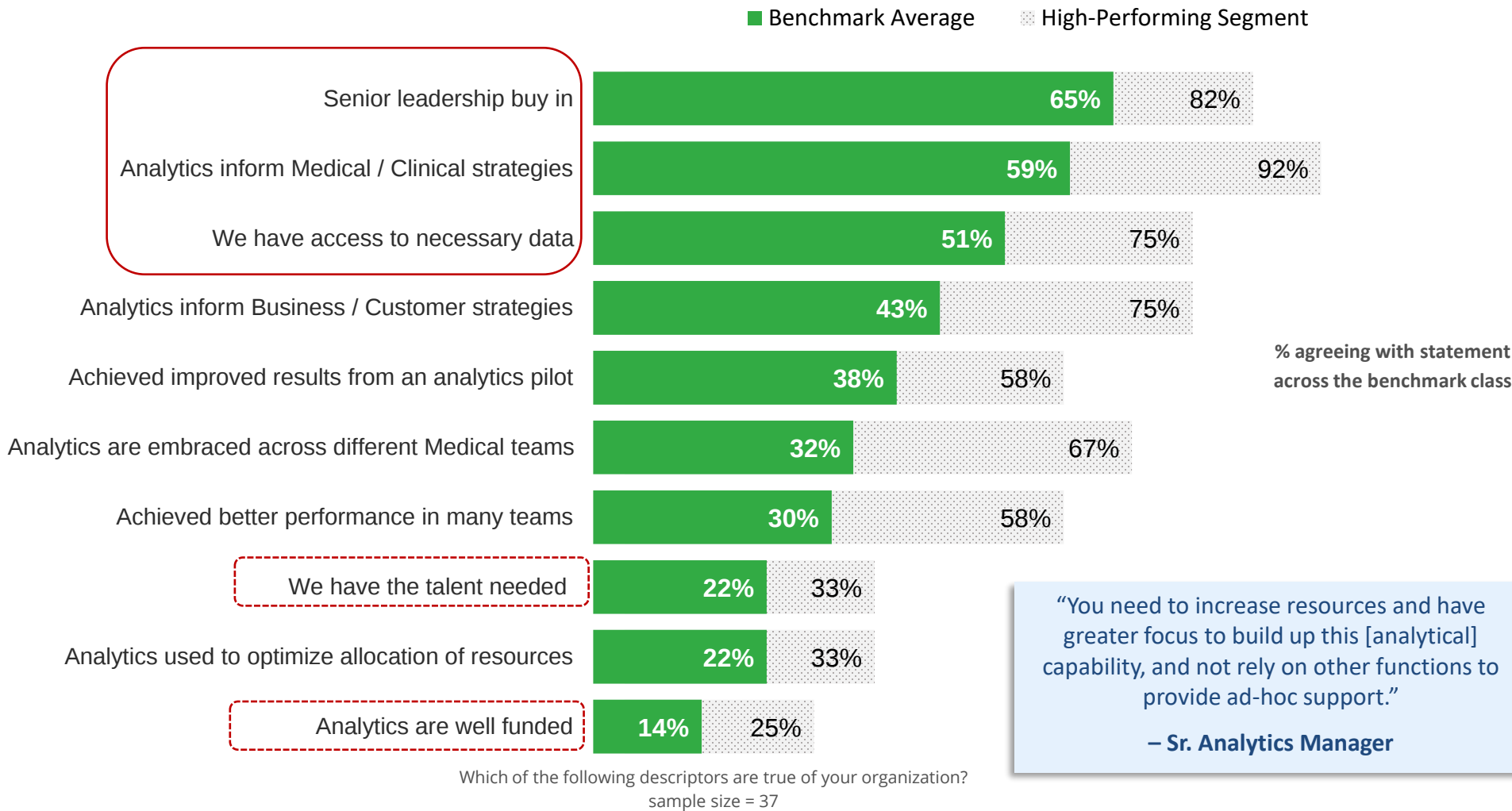
- More data is available than can currently be analyzed / hard to standardize what to capture
- Adoption by medical teams is still challenging (e.g., 'I still know my customer better')
- Data doesn't care about feelings

## Tips and Considerations :

- The power of Medical Analytics lies in its ability to **unlock the value** for KOLs **AND** patients **AND** other stakeholders
- Pilot projects used to innovate, assess impact of pilot, then build business cases to support potential for movement from pilot to full scale
- Need to **measure pre-defined endpoints**
- **Focus on** unmet medical need/gap, **not product**
- More effectively meet needs of KOLs
- **Use "outcomes" metrics** rather than "operational" metrics
- **Use sales analytics as a model** and identify the rich data in Medical that could impact larger business decisions
- Drive forward and backward value chain decisions
- Data is data (no such thing as "commercial data")

# Hallmarks of Maturity: Senior leaders tend to recognize the power of Medical Analytics, but efforts are not yet well funded at most organizations

## Hallmarks of Maturity





Our company is an internationally recognized thought leader in the field of best practice benchmarking®. We provide research, consulting, benchmark database, publishing and advisory services to the biopharmaceutical and medical device sectors. We work closely with business intelligence groups. Our work is based on the simple yet profound principle that organizations can chart a course to superior economic performance by leveraging the best business practices, operating tactics and winning strategies of world-class companies.

**Best Practices, LLC**  
**6350 Quadrangle Drive, Suite 200, Chapel Hill, NC 27517**  
**[www.best-in-class.com](http://www.best-in-class.com)**  
**Phone: (919) 403-0251**