



Using Data to Get the Right Drugs to Market Faster

The pharmaceutical industry is one of the fastest-changing industries in the world today, and all departments of a pharma company are regularly making mission-critical decisions. Which drugs should we invest in? How can we streamline development? Which are our highest-risk markets? It's more important now than ever for all knowledge workers throughout a company to make data-driven decisions.

With a fast, visual analysis tool, you put the power of information in the hands of the people who need it most: the industry talent you recruited and trained. These are the people who know your products and your market better than anyone. When they're empowered to explore their own data, they can make better decisions – and they can make those decisions much, much faster.

We've outlined four key areas where pharmaceutical companies can leverage data to get the right drugs to market faster – with enormous savings of time and cost. These include:

- Efficient Clinical Trials
- Optimal Pipeline Management
- Selecting Emerging Markets
- Managing Great Outcomes

Clinical Trials: Identify and Isolate High-Risk Sites

Clinical trials are costly, time-consuming and wrought with inefficiencies. By bringing together real-time data sources that have previously been siloed or stale, you can make faster decisions and get your drug to market sooner.

“About 25% of the cost to develop a drug is the enrollment of subjects in a study,” says Jeff Epstein, CEO of Advanced Bio-Logic Solutions. “Analyzing data through Tableau really helps the drug development process, because our clients have insight into how fast enrollment is happening, how well the product is doing

with patients, and identify whether or not the product is effective.”

How well are you allocating resources at your trial sites? Where is enrollment failing to meet expectations, and where are you seeing high patient drop-off? Do the early data indicate the drug will have the predicted impact?

What is the cost of not knowing?

When you can see what's going on at all your test sites, you can allocate resources appropriately and avoid last-minute surprises. Your local teams can see the global picture, detect problem or high-risk sites, and better plan for unexpected scenarios. It's a competitive advantage.

By combining disparate data sets, you can examine the root cause of study enrollment or attrition issues. With real-time data, you can track up-to-the-minute feedback from the trial at all your sites, so your team can identify early indicators of the trial's results.

“If you don't have the ability to analyze the data, it could cost millions of dollars,” says Epstein.

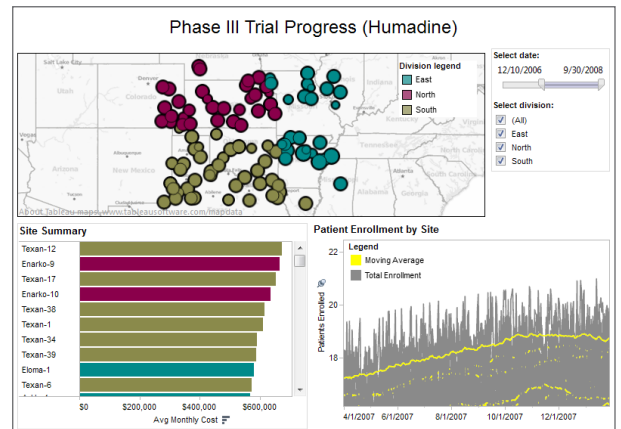


Figure 1: Track progress of clinical trials across sites.

Understand how your clinical trial sites are performing by date, by site and by region, and which are the most costly. You can use this information to identify and resolve problem sites quickly and keep overall costs down.

Pipeline Management: Know What's Working

As the era of the blockbuster ends, pipeline optimization becomes increasingly complex and the old models of decision-making are less likely to be effective.

To keep your pipeline healthy, you prioritize your R&D efforts on an ongoing basis. You balance investments by shifting resources, picking up new projects and abandoning others. These are the mission-critical decisions that make or break a pharmaceutical brand, and they're driven by widespread factors that can change by the hour.

Which drugs have the best chance of approval and when? What is the market size? How is it growing and where? What is the impact of pending regulatory decisions? Where could additional staff be most effective? Which clinical trials carry the highest risk? What is the expected profit margin in the United States? In Brazil?

That's already a lot of questions – but you can probably think of more. The people making these decisions inside your organization can think of hundreds more, and the answer to any question opens a new question.

By empowering pipeline decision-makers to answer their own questions at the speed of thought, using real-time data and multiple data sources, you're enabling the experts to make the best choices possible based on the most current information.

Market Growth and Emerging Markets: Know Where to Go

The world of pharma keeps getting bigger. There are many ways to diversify your portfolio of R&D, sales and marketing efforts. You need to know which products and services your market wants, and when and where they want them.

Should you increase your marketing spend in India? Or create new R&D resources for animal health? Is it

important to offer additional training for your consumer healthcare programs in Ohio? How does your website impact physician behavior in Fort Lauderdale?

Understanding hyper-local supply, demand and growth patterns allows you to allocate resources efficiently – and to identify the emerging markets that make the most sense for your company, product, sales team and marketing funnel.

"Tableau houses our sales force activity, prescription data, demographic information, even census information," says Rommel Fernandez, Director of Commercial Insights at Amylin Pharmaceuticals. "We use this to look at commercial models to support the healthcare providers and to optimize and size our sales force."

You have to see the whole picture to make the right decision, and you'll want well-informed input from your product, sales and marketing teams. By empowering the entire organization to visualize trends across markets and industries, you allow your subject-matter experts to discover where their department can have the greatest impact, and what resources and support they'll need to do it.

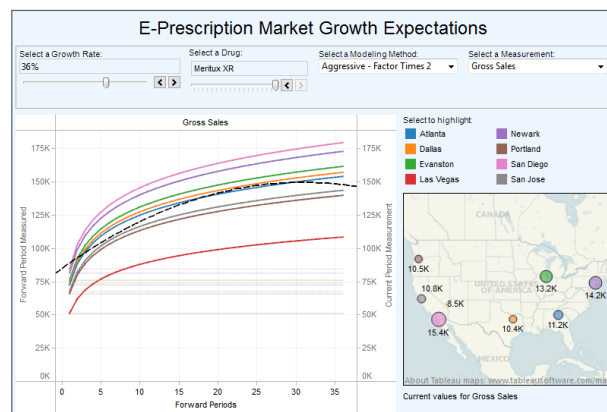


Figure 2: Sample dashboard showing e-prescription growth in key markets.

Empower all your departments to do complex what-if analysis on-the-fly. In this dashboard, teams can select specific drugs, markets, growth rates – even different modeling methods – and visually understand in seconds the impact on sales, profit or supply across key cities.

Managing Outcomes: Show the Story

Of course, you want your drugs to help the people who need them most. You want to support the patient. Supporting the patient means supporting the physicians, distributors and healthcare professionals who interact with the patient every day.

Effective use of data can help you allocate resources to healthcare professionals, track the impact of support services across geographies and demographics, share diagnostic data across clinical sites, and improve the overall outcome for the patient.

But it's not just about improving the outcome – it's critical that you can communicate and demonstrate the value of a managed outcome to prescribers, employers, insurance companies, healthcare workers, and the FDA.

In a recent trends report, PricewaterhouseCoopers notes that “the ability to provide demonstrable value for money will become a critical differentiating factor” for pharmaceutical companies¹.

Interactive, visual data dashboards tell a big story in a small time frame. They allow an audience to ask their own questions and dispel concerns, without weeks of back-and-forth development with a reporting team. The audience gains greater confidence in your set of patient outcomes, and you save a whole lot of time and money.

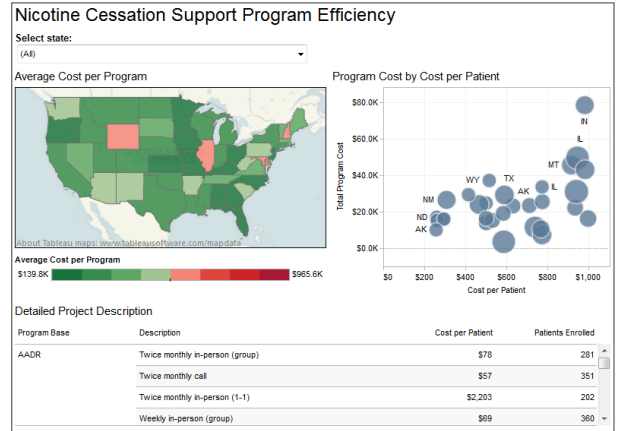


Figure 3: Communicate program efficiency and health outcomes.

This dashboard highlights the effectiveness of a patient support program by state and by program. It's easy to spotlight where each program's costs support the outcomes, and where cost-effectiveness is low.

¹http://www.pwc.com/en_GX/gx/pharma-life-sciences/pdf/pharma-2020-supplying-the-future.pdf

About Tableau

Tableau Software helps people see and understand data. Ranked by Gartner and IDC in 2011 as the world's fastest growing business intelligence company, Tableau helps anyone quickly analyze, visualize and share information. More than 10,000 companies get rapid results with Tableau in the office and on-the-go. And tens of thousands of people use Tableau Public to share data in their blogs and websites. See how Tableau can help you by downloading the free trial at www.tableausoftware.com/trial.