



Case Study

AI-based patient pathways predictions

Challenge

An emerging leader in specialty medicine faced a common challenge with rare diseases: **finding patients and keeping them on their therapy.** To reach these patients, they actually had to target the HCPs that treat them at the right time. The company's treatment, an immunotherapy for rare oncology conditions, is extremely effective, well tolerated, and with the potential for complete response. However, like many treatments for rare diseases, it is difficult to track treatment pathways and find the HCPs that are diagnosing and treating patients with these conditions. They had difficulty to leverage efficiently multiple data sources on patients, HCPs, and sales and marketing activities in a timely manner, which was crucial to identify opportunities, engage with HCPs more effectively and increase conversion rates to their therapy.

To achieve their goals, they needed to:



Identify potential patients earlier in the care continuum



Minimize patient discontinuations



Streamline operations and deliver relevant information to the field and other stakeholders

Solution

Tovana, Verix's AI-driven Commercial Optimization Platform was able to extract the value of their rich data assets and yield the results the company needed. *Tovana* integrates multiple data assets and through AI/ML embedded in the platform, generates relevant opportunity lists to identify the most likely HCP based on their unique patients' journey paths.

Using a combination of backward-looking event analytics and forward-looking predictions, harnessed the power of complex data to find and focus on the right patients that can benefit from the company's unique treatment and identify the high potential HCPs that treat these patients. Verix enabled the company to smartly identify and analyze hundreds of possible clinical pathways, creating rich patient-profiles. These unique pathways were identified, analyzed and prioritized within the Tovana platform, which added explanatory insights on each potential opportunity. Opportunities identified by Tovana were delivered to the field, enabling them to focus on the right targets while knowing exactly their patients' unique pathways and needs.

Tovana's predictive opportunities and insights were configured and deployed in less than 10 weeks. Compared to previous trigger-based engagements, the client saw more accurate and timely results that were validated and quickly adopted by the field teams. Tovana provided the company with:



Precision of results driven by leading ML capabilities.



Explainability of the results and association with insights that drive actions and messaging.



A consistent set of insights, enabling sales reps to focus on value-add interactions with HCPs treating these rare disease patients.



Weekly clinical pathway triggers that help field teams to identify new patient starts or indicators that might lead to patient discontinuations.



Short time to value, agility to respond at the pace of the business and scalable ML operations.



Opportunity engine and dynamic rep optimization recommendations.

Results

The company witnessed immediate results as it identified and predicted patient pathways, enabling them to focus on the most suitable HCPs in a prompt and efficient manner. The field teams were empowered with a comprehensive understanding of how to approach each HCP with an engaging message at the most opportune moments, thereby capturing new opportunities, boosting the number of new patients, and reducing the count of discontinued patients.



The Verix team successfully delivered an operational platform in a matter of weeks. Through Verix's platform, we swiftly discovered patient pathways and were able to effectively concentrate on the most relevant opportunities. In the rare disease sector where we operate, capturing every opportunity in a timely manner is crucial, and the insights provided by the platform allowed us to do just that.

National Sales Director, Oncology



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