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Case Study

Tovana boosts NPS by 12x for rare disease therapy

Challenge

An innovative biotech company with a novel therapy for a rare blood cancer encountered a common challenge associated with rare diseases - identifying the right patients and engaging their HCPs at the right time. Before Tovana, the narrow window to optimize treatment decisions combined with a complex diagnoses process made it nearly impossible to extract timely insights for optimal patient discovery and discontinuation prevention.

- Small patient population
- Diverse treatment paths
- Time sensitivity

Solution

Tovana's Patient Finder enabled the company to predict critical points of intervention for identifying, converting and retaining patients. The platform ran over 10 AI/ML-based models on patients and HCPs, gearing the field force with weekly alerts on who to target and why. The alerts provided contextual insights on each opportunity, allowing reps to deliver tailored messages to each HCP.

Data Integration

Volumes of complex patient, HCP and internal data are ingested and analyzed weekly

Predictive Modelling

Advanced models on patients and HCPs are run to predict likely patient starts or discontinuations

Actionable Insights to Field

Reps receive weekly triggers within their CRM, allowing them to focus on the right HCPs with the right message at the right time.

Results

The company witnessed immediate results with Tovana's triggers performing 12x better than baseline. The platform triggered a total of 851 HCPs (23% of universe), which disproportionately contributed to 69% of total NPS. The field team could now focus on the most suitable HCPs and deliver right message at the right time, enabling them to significantly increase Rx. The platform also enabled the company to predict potential discontinuations and engage HCPs with interventional messaging to reduce the count of discontinued patients.

12x
NPS compared
to baseline

69%
of total NPS
triggered by Tovana

6
weeks to
production

Trigger performance analysis by HCP cohort

Cohorts	# of HCPs	% of HCPs	# of NPS	% of NPS	NPS / HCP	Impact
NOT Triggered but Reached	2,934	77%	27	31%	0.009	Baseline
Triggered but NOT Reached	445	12%	12	14%	0.027	3x increase
Triggered AND Reached	406	11%	47	55%	0.116	12x increase

> " *Tovana allows us to predict new patient starts, monitor on therapy patients, and arm the field with the intelligence they need to best engage HCPs.*

Vice President, NA Oncology Head

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