## Health Tech Company – PPT Slides and IG Posts

Client provided **white papers** and **technical slides**, which I reformatted into **less-technical slides** and **Instagram posts**. The sales team used the new slides for physician presentations, leaving the white papers behind for further details.

Following are three samples for: **pulmonary arterial hypertension, GLP-1 inhibitors,** and **COPD**.

Each sample is three pages: the **technical slide** that was provided to me, the **less-technical** slide I created, and the **Instagram posts** that I created.

(I've redacted the company name, drug names, and some other sensitive text.)

# Comparative effectiveness of endothelin receptor antagonists (ERA) in Japanese patients with pulmonary arterial hypertension: a real-world administrative claims database study

## Situation

[redacted] is the latest ERA approved for PAH. There was no evidence on comparative effectiveness of three ERAs in real world setting post approval, particularly in Asian countries. Evidence was needed to evaluate the effectiveness of these ERAs on persistence before and after [redacted] approval in Japan (2015).

## Solution

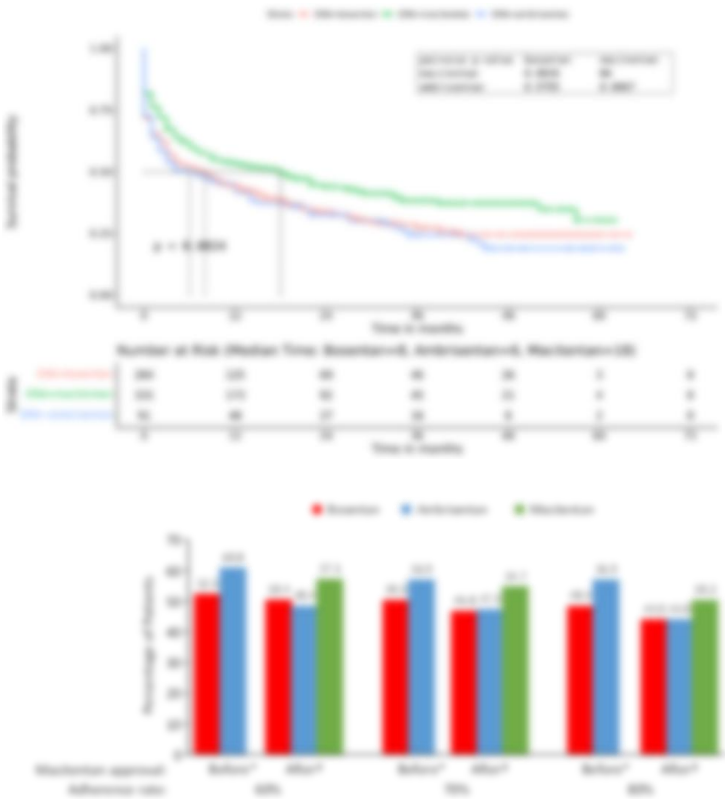
Generate evidence to understand the effectiveness of recent treatments using real-world data by conducting a retrospective observational study with an aim to increase awareness amongst health care providers to improve patient outcomes. Persistence to all three ERAs before and after launch of latest ERA was analysed.

## ~~Use of RWD~~ Combine with 'Solution'

[redacted] used real-world data from the Japanese Medical Data Vision administrative claims database between April 2008 and November 2020. Persistence was defined as the time between the start of the index ERA and treatment discontinuation, censoring, or death. Propensity score (PS) adjustment was applied to minimize confounding effects among treatment groups.

## Outcome

Real-world data for Japanese patients with PAH showed that persistence was [redacted] as long for [redacted], after its approval, versus [redacted] and [redacted].



*The study was also replicated in Australia (PBS10) and US (DRG) showing similar results. Both have been presented in Pulmonary Hypertension Society Australia & New Zealand (PHSANZ) 11th Annual Scientific Meeting and in European Society of Cardiology (ESC) 2022 (in the respective countries).

[redacted]

[redacted] Patient-centric Intelligence in Action...

# Generating evidence from real-world data to evaluate persistence to therapy for pulmonary arterial hypertension

## Challenge

The Customer leveraged [redacted] patient-centric intelligence to evaluate persistence of its treatment compared to two others, using real-world data.

## Results

Using real-world data from an administrative claims database, [redacted] found that persistence was [redacted] for the Customer's product, as compared to the other two.

## Goals

The Customer was looking to address:

- Comparative effectiveness
- Assess persistence before and after Customer's treatment approval
- Increase awareness among healthcare providers

## Impact

This allowed the Customer to:

- Provide key differentiation for its brand
- Influence clinicians toward their product
- **Increase prescriptions and reduce risk**

STAGE: Product Launch | Brand Plan | **Brand Growth**

TA: Pulmonology

[redacted]

Patient-centric Intelligence in Action

# Evaluating persistence to therapy from claims database

– Top 5 Pharma Client

## Challenge

There was previously no evidence of comparative effectiveness of three therapies in real-world settings, post-approval.

## Objective

The customer needed an assessment of persistence pre- and post-approval, and to evaluate comparative effectiveness.

## Results

[redacted] found that persistence was twice as long for the customer's product, as compared to the other two.

## Impact

The customer was able to provide key differentiation for its brand, influence clinicians toward its product, increase prescriptions and reduce risk.

[redacted]

# 4 High

*Preparation for DUSC review to renegotiate reimbursement criteria and status.*

# Analysis of off-label utilization of GLP-1 inhibitors

## Situation

- GLP-1 have long been used (not under PBS restriction) for weight-loss.
- PBS hypothesized that patients may have been prescribed GLP-1s with PBS support outside PBS restriction.
- In preparation for the DUSC review, research was required to understand the breakdown of patients potentially using GLP-1 within/outside PBS restriction.

## Solution

[redacted] designed the solution and method to examine:

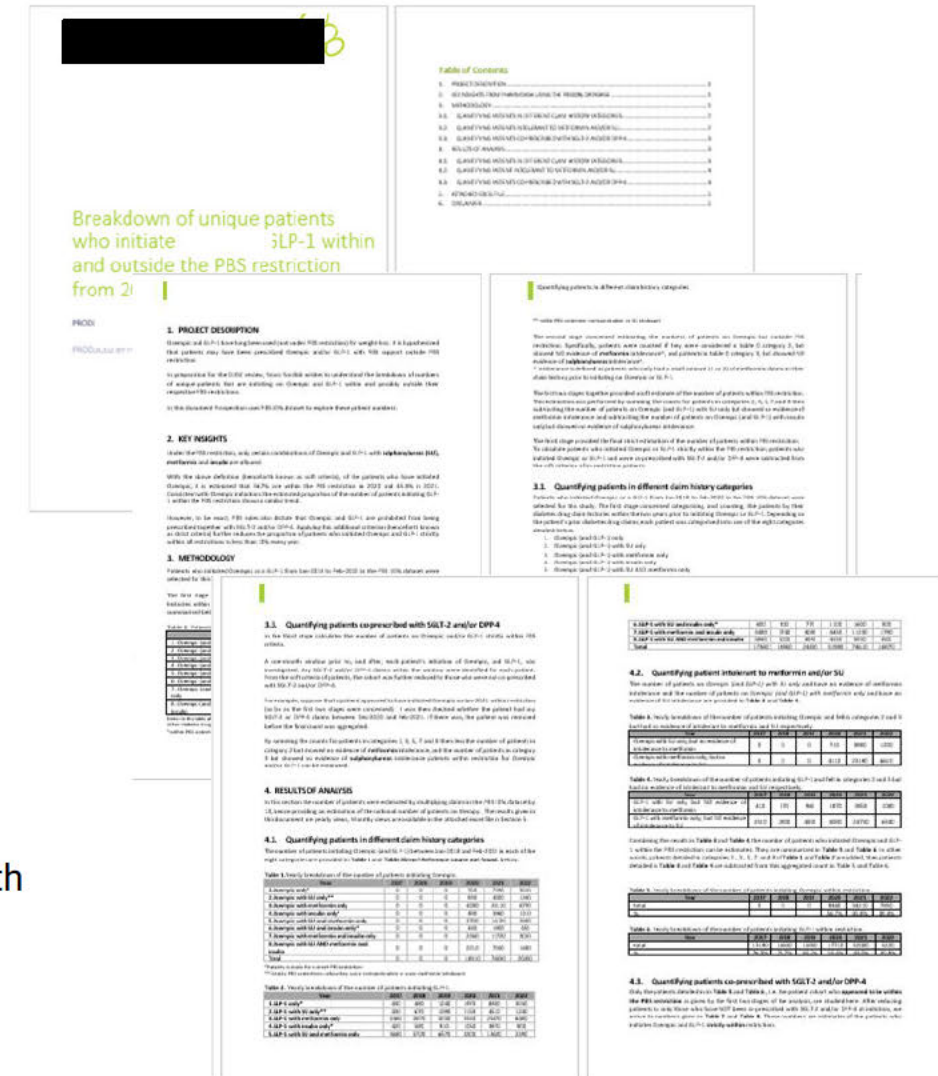
- Criteria of in/outside PBS usage based on patients initiating on GLP-1s.
- Determine concomitant use of medications (by class) with GLP-1.

## ~~Use of RWD~~ Combine with 'Solution'

Retrospective observational study using real-world data was conducted using the PBS 10% dataset

## Outcome

At end of each year there are renegotiations between sponsors' and the government to determine and optimise reimbursement criteria and status in PBS. The Drug Utilisation Sub Committee (DUSC) would determine whether patients were utilising drugs in-line with its' set regulations. The results were used by the sponsor to predict the DUSC review assisting them to renegotiate ahead of time their drugs reimbursement criteria and status.




[redacted]

[redacted] Patient-centric Intelligence in Action...

# Analyzing off-label utilization of diabetes drugs within and outside a government subsidy program's criteria

## Challenge

The Customer leveraged [redacted] patient-centric intelligence to determine usage of drugs in advance of a subcommittee review for actual usage and financial cost.

## Results

Using real-world data from the program, [redacted]s study provided a factual resource for the Customer to predict the subcommittee's review findings.

## Goals

The Customer was looking to address:

- Understanding usage in/outside program's criteria for patients initiating in the drug class.
- Determining concomitant use of other drug classes with this one.

## Impact

This allowed the Customer to:

- Be prepared to react to the subcommittee's findings expediciously
- Submit data-based arguments to renegotiate reimbursement criteria and status

STAGE: Product Launch | Brand Plan | **Brand Growth**

TA: Diabetes

[redacted]

Patient-centric Intelligence in Action

# Analyzing off-label utilization of drugs for government subsidy program

– Top 5 Pharma Client

## Challenge

An upcoming subcommittee review of a drug's off-label use could potentially affect the drug's future reimbursement criteria and status.

[redacted]

## Objective

The customer engaged [redacted] to address usage in/outside the program's criteria and to determine concomitant use of other drug classes with the customer's.

[redacted]

## Results

[redacted] study provided a factual resource for the customer to predict the subcommittee's review findings.

[redacted]

## Impact

The customer was able to respond to the subcommittee's report expeditiously and submit data-based arguments to renegotiate reimbursement criteria and status.

[redacted]

[redacted]

# 12 High

*Market sizing to input into PBAC submission for PBS listing.*

## COPD Analysis - Triple Therapy sizing analysis for PBAC submission

### Situation

Pharmaceutical Benefits Advisory Committee (PBAC) is the expert advisory body that advises the Minister about which treatments should be made available on the Pharmaceutical Benefits Scheme (PBS). In preparation for PBAC submission the client undertook a market analysis of patients on COPD treatment.

### Solution

[redacted] defined the patient cohort of interest and algorithms to determine episodes of care, regimens of treatment, conversion to scripts and their equivalent beneficiary type. Post defining these segments the following could be examined:

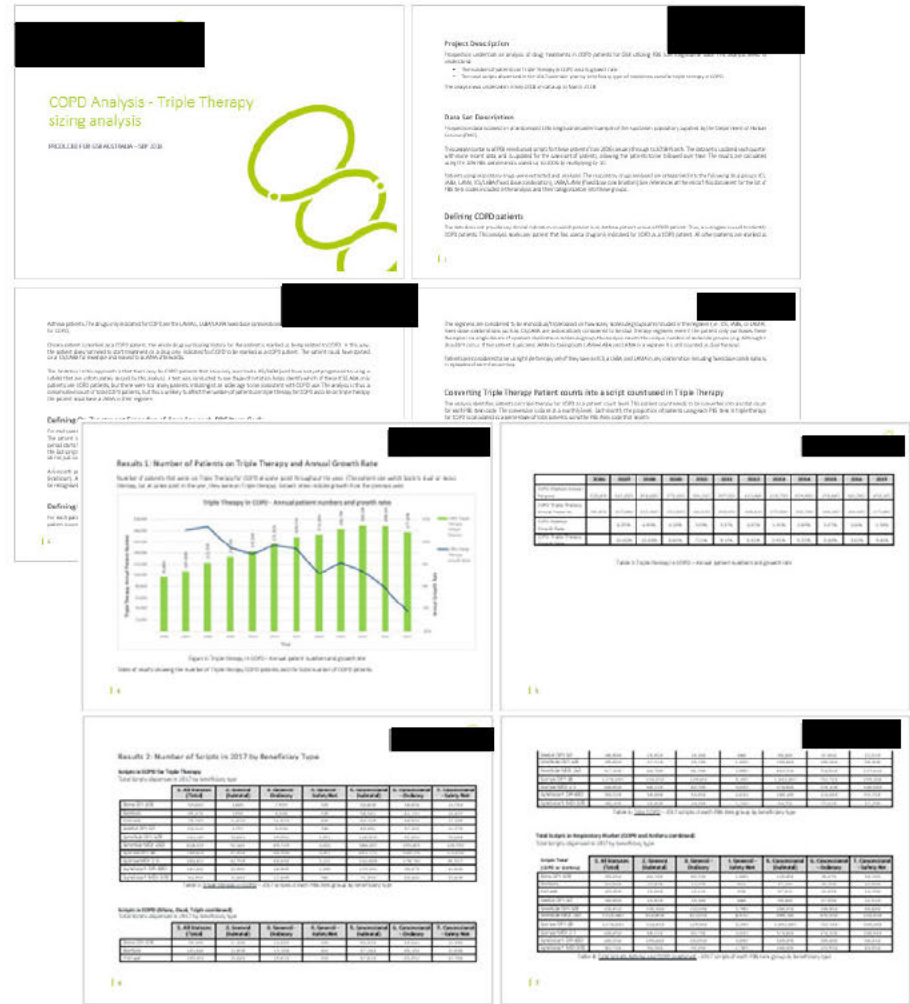
- The number of patients on [redacted] COPD and its growth rate
- The scripts dispensed over time (for [redacted] COPD) and their beneficiary type

### ~~Use of RWD~~ Combine with 'Solution'

A retrospective cohort analysis was conducted using [redacted] sample of prescriptions in Pharmaceutical Benefit Schedule (PBS) data from 2006-January through to 2018-March identifying scripts for all [redacted] scripts.

### Outcome

The study identified [redacted] patients in COPD, the annual patient numbers and growth rates in Australia.




[redacted]

[redacted] Patient-centric Intelligence in Action...

# Analyzing the COPD market to inform listing submission for government reimbursement

## Challenge

The Customer leveraged [redacted]'s patient-centric intelligence to analyze complex data that involved combination drugs, inferred conclusions, overlapping conditions, and unclear treatment pathways.

## Results

By defining the patient cohort and pertinent algorithms and applying inference and therapeutic knowledge, [redacted] identified triple-therapy patients, annual patient numbers and growth rates.

## Goals

The Customer was looking to address:

- The number of patients on triple therapy
- Scripts dispensed over time
- Scripts' beneficiary types

## Impact

This allowed the Customer to:

- Present a submission to apply for their drug to be reimbursed.
- Save time in the submission process and reduce the risk of not earning reimbursement status.



STAGE: Product Launch | Brand Plan | **Brand Growth**

TA: Pulmonology

[redacted]

Patient-centric Intelligence in Action

# Analyzing a therapeutic market to inform submission for reimbursement

- Top 5 Pharma Client

## Challenge

The condition in question was complex to analyze because it involved combination drugs, inferred conclusions, overlapping conditions, and unclear treatment pathways.

[redacted]

## Objective

The customer sought analysis for the number of patients on triple therapy, scripts dispensed over time, and scripts' beneficiary types.

[redacted]

## Results

[redacted] identified triple-therapy patients, annual patient numbers and growth rates.

[redacted]

## Impact

[redacted] analysis saved the customer time in the submission process and reduced the risk of an unfavorable reimbursement ruling.

[redacted]

[redacted]