

Case Study



Helping Biopharma Companies Unravel the Many Facets of the Oncology Market

At a glance:



Expedience: Real-time data collected daily from community oncology practices across the country representing thousands of physicians



Depth & Breadth: Robust structured clinical and reimbursement data to support insights that are representative of the broader population



Oncology Practice Pull-Through: Engagement with thousands of physicians validates clinical relevance and provides exclusive communication channels for timely targeting

Overview

As the specialty drug market continues to grow and more targeted therapies are introduced, it becomes increasingly challenging to monitor and understand how therapies are being utilized by physicians. This is compounded by the complexity of the oncology market where treatment decision options are highly personalized to each patient's genetic profile.

To successfully introduce new therapies and support long-term commercial needs, biopharma companies need a deep understanding of disease landscapes. They must be able to quickly identify the patient population, understand patterns of care, and develop a plan to deliver appropriate clinical education and messaging to physicians in order to help them make the best clinical decisions for their patients.

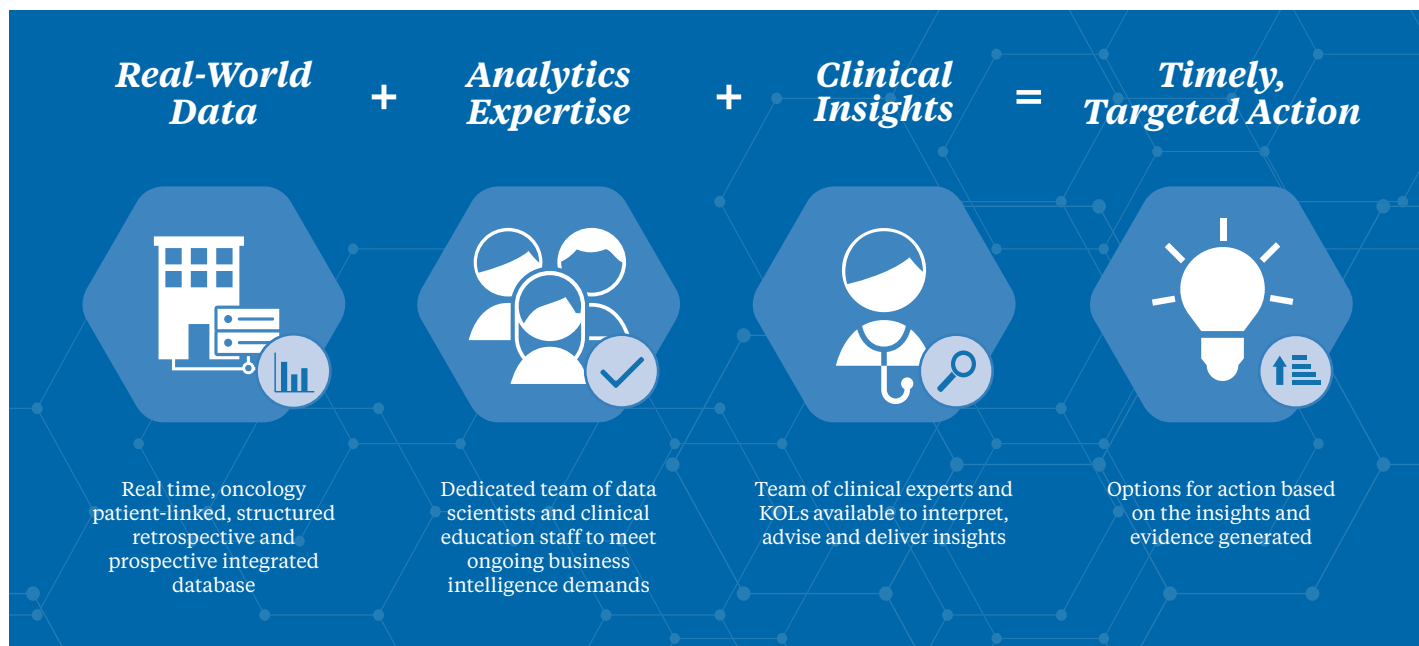
Data + Analytics = Insight

It is not enough simply to gather data without insight, and standalone data sources cannot provide a complete and timely view of the market or understanding of how a new therapy will fit. For example, data sources like reimbursement claims can be a great

source to understand broad market trends in utilization, but can fall short in delivering detailed insights on patients' personalized treatment journeys. Reliable market insights are best derived through integrating multiple data sources with advanced analytics to answer key business questions. By leveraging deep clinical EHR data and robust analytics, McKesson helps biopharma companies unravel the many facets of the oncology market landscape – providing a comprehensive view of the patient journey, current prescribing and utilization patterns, and identification of physician practices that present the greatest opportunity for improving patient care.

McKesson provides biopharma companies with licensed access to the following McKesson data resources and a dedicated project support team:

- iKnowMedSM Electronic Medical Records
- Reimbursement Claims and Remittance Data
- Lynx Mobile[®] Inventory Management Data
- In-office Dispensing Transaction Data
- McKesson Sales and Distribution Data



Comprehensive Model for Timely Data Insights and Targeted Clinical Education

The foundation of McKesson's comprehensive data analytics model is its EHR database, which collects rich structured clinical data from more than 2,200 providers and 650 sites of care across the U.S. Utilizing robust EHR and economic data, McKesson's dedicated team of data analysts, scientists and medical experts deliver real-world evidence and observational insights that offer a deep understanding of the community oncology landscape:

- **Understand the Market:** Identify prescriber locations, volume, and the competitive landscape.
- **Generate Real-World Evidence:** Understand who the patient populations are, how patients are treated, and what the treatment outcomes are.
- **Gain Insights that Inform Strategies:** Understand how therapies are prescribed, what drives treatment selection, and the barriers to utilization.
- **Take Timely Action:** Educate prescribers at the right point of patient care, and gain clinical feedback on prescribing and utilization.

Real-World Data in Action

McKesson helps biopharma companies create an integrated real-world data infrastructure to support on-going evidence

development needs in the competitive oncology landscape. The primary goal is to create a rich, longitudinal data platform to accelerate real world evidence generation and address immediate real-world evidence needs for a therapy in current and future indications.

This multi-year solution provides licensed access to McKesson data resources, ongoing data reporting and analytics for more than 20 tumor types, as well as research services to address biopharma's evidence needs. Through this type of engagement, McKesson can rapidly answer business and research questions to accelerate knowledge in the oncology market. This model allows biopharma customers to maximize the use of iKnowMed EHR and reimbursement data to support appropriate utilization of their commercial products.

Differentiated Data and Expertise

McKesson helps biopharma customers unravel the many facets of the oncology landscape through robust data and sophisticated analytics that informs commercialization strategies. Look to us as your trusted partner for evidence generation, actionable insights and timely, targeted action.

Learn More Today



Contact your McKesson Business Development Director



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