

# CASE STUDY:

## Primary Research Meets Data-Driven Sources and Technology to Form Powerful Market Access Solutions for Biopharmaceutical Companies

---

*The case for primary market research, Real-World Data (RWD), and deep healthcare experience combined to deliver targeted market access strategies*

### BACKGROUND

As diseases become more complex and market access becomes more restrictive, with multiple sources of market research and data analytic solutions available, pharmaceutical executives are often overwhelmed with various sources of information. Leaders must learn how to integrate these sources and translate this information into actionable insights that they can apply to their business decisions and strategies.

### OBJECTIVE

A client who specializes in a particular rare disease came to EVERSANA looking to better identify and target their therapy to payers, healthcare providers, and patients. They looked to acquire the perspective of their healthcare customers and gain a deep, data-driven understanding of:

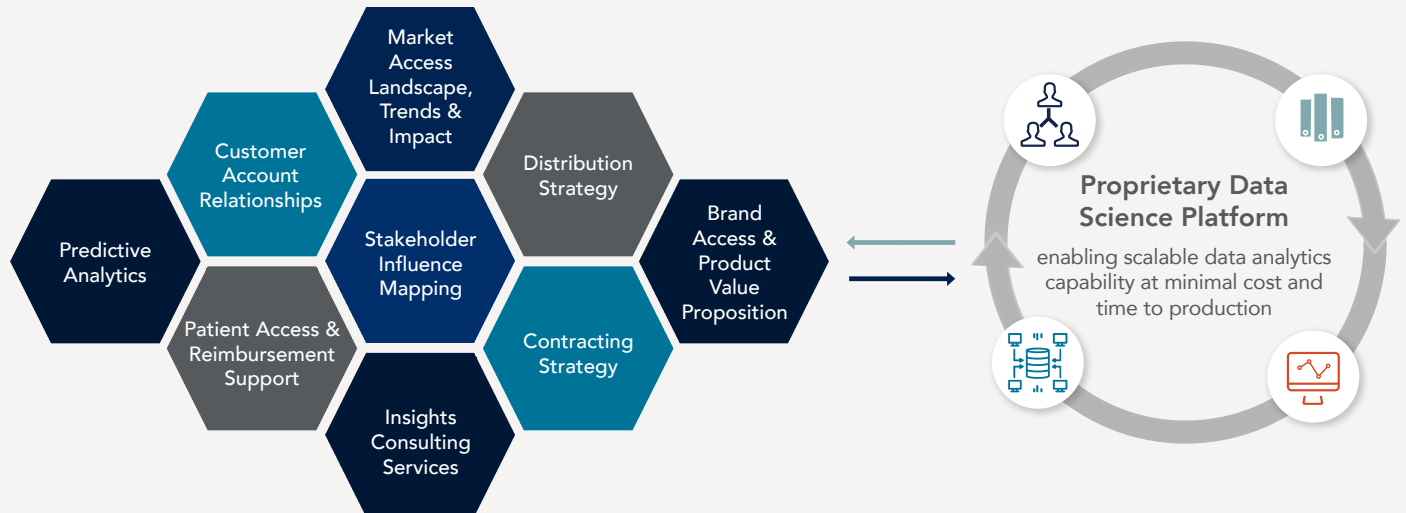
- Key coverage, policy, and restrictions data.
- In-depth strategic market assessments of leading stakeholders' perceptions and preferences.
- Formulary management and decision influencers of payers.
- Prescribing patterns of healthcare providers who specialize in in this disease.
- Geographical factors impacting patient care.
- Cost of care impact on decision-making.
- Patient journey, access, programs and support.

### CHALLENGES

The client needed to obtain multiple sources of data from primary research and rich, secondary, real-world data that, once combined, could deliver insights on healthcare stakeholder behaviors, decision influencers, and the impact of access to the patient.

### STRATEGY

EVERSANA leveraged its deep healthcare expertise, capabilities, and services that are enabled by a rich collection of data sources (e.g., claims, EMR, Formulary, Labs, SDOH, consumer and affiliations) and married it with leading primary market research frameworks and methodologies, to provide a comprehensive integrated solution of healthcare research and datasets to uncover valuable insights.



### Deep Primary Research & Industry Expertise

A customizable portfolio of solutions that meets specific objectives across all core biopharmaceutical business areas

Through a strategic and consultative approach, an integrated, holistic plan was established that delivered an interactive dashboard of RWD and actionable primary market research insights that were needed to inform the client’s market access strategy.

## RESULTS

With an insights-driven market access product development model based on primary research and data science analysis, the client was successfully able to:

- Address key business questions through longitudinal primary research and cohort analysis.
- Apply an advanced business practice by EVERSANA to speed insights and strategies.
- Visualize the integrated data sources and rich insights in customizable, dynamic dashboards.
- Assess opportunities and risks for the existing market landscape.
- Guide the market access strategy for the therapy/indication.
- Identify high-value targets for customer engagement through successful account-based approaches.

Learn how EVERSANA leverages scale, expertise, primary market research, and data and analytics services to accelerate solutions for companies and research institutions. Visit [EVERSANA.com](https://EVERSANA.com) to learn more or to contact our team of experts.