

Emerging Biopharma Data and Analytics Roadmap

Overcoming 4 Key Challenges for a Successful Launch



MEET OUR SPEAKERS



Todd Foster

ASSOCIATE PARTNER,
Beghou Consulting

*Former Director US Data
Strategy Biogen, Former Veeva*



Melissa McDevitt

PARTNER,
Beghou Consulting

*Data and Systems Strategy
for Emerging Biopharma*

Key challenges we'll cover

- ✓ At-Risk Investments
- ✓ Buy vs. Build Decisions
- ✓ Navigating the Data Swamp
- ✓ Choosing Tech for Today and Tomorrow
- ✓ Q&A

Questions we're hearing from registrants...



- How can companies with limited resources invest in data to understand the market and launch successfully?
- Do I need a CRM right off the bat?
- How should I approach buy vs. build in commercial ops and data management?
- How do I build a scalable, maintainable and cost-effective data infrastructure for a small biotech company?
- How do I build an effective data and analytics function?
- What should I consider when implementing a data platform and reporting workflow?
- What are the trade-offs and at-risk investments I should consider for launch?
- What are the organizational hurdles I should anticipate?

50% of the 2023 U.S.
pharmaceutical launch class
underperformed their pre-launch
first year forecast¹

1. Half of the 2023 U.S. Pharmaceutical Launch Class Underperforms Pre-Launch First Year Forecasts but the Needle Is Moving. Available at: https://finance.yahoo.com/news/half-2023-u-pharmaceutical-launch-133700616.html?guce_referrer=aHR0cHM6Ly9jaGF0Z3B0LmNvbS8&guce_referrer_sig=AQAAAGXq5ki-lKSPyAMJDpYiRHZrNKtjmxgRz3VWndq46De1Xpq1bpEoaShzg9IMsb5TzisaP2coRm8mwBmUuq-4gik5h2zBRwRnF5GqUA5GSyaz1QDY5Q2Rk-N9pqQ_OpcoaQ5TzG0QG4QMeqQGxslbdtU0CqUjEee0Q0foeMUIWP&guccounter=2

Market dynamics changing the game



Pressure to do more with less



Shorter launch cycles



Overwhelming amount of data



Proliferation of new tech

Up or Down: The Key Trends in New Drug Approvals



MedCityNews

News Contributors Events Podcasts Research Newsletters Q

MEDCITY INFLUENCERS

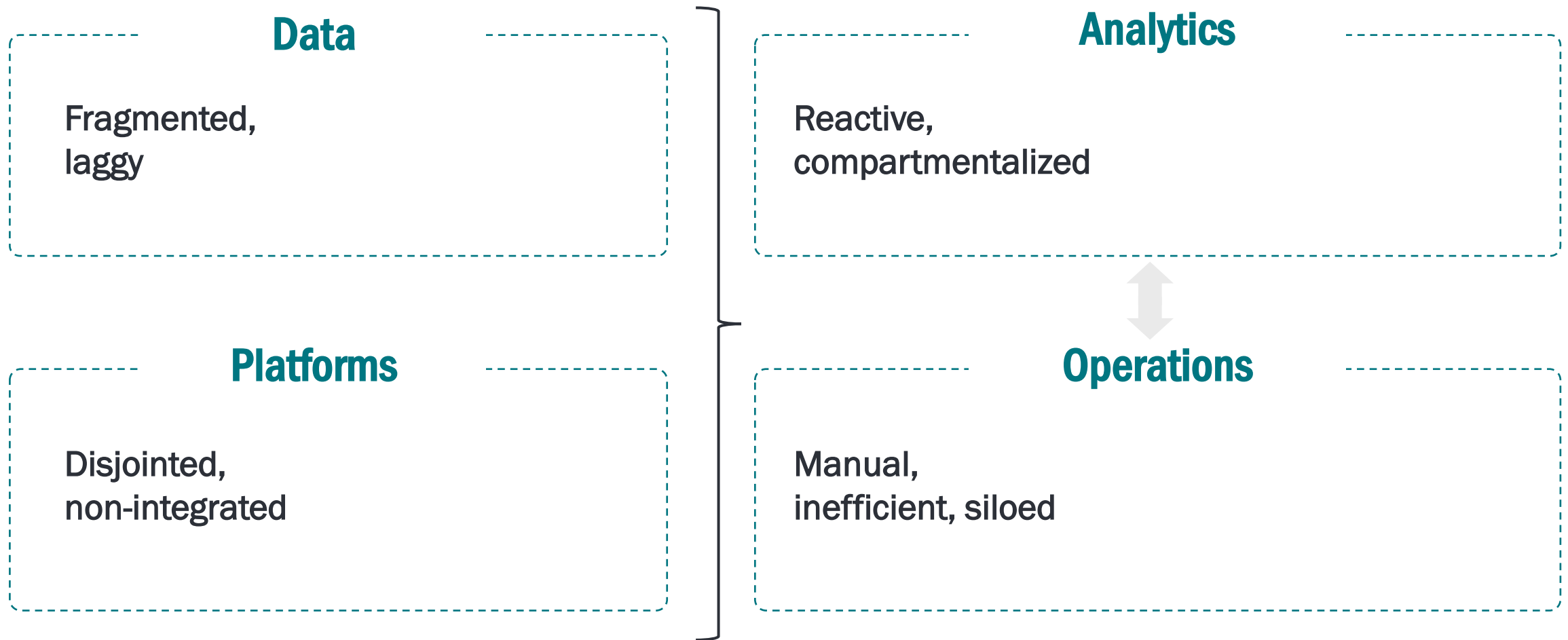
Getting a Grip on Ballooning Healthcare Data

The benefits of healthcare data are undeniable—more informed decisions, better diagnoses, enhanced operational efficiency, improved patient satisfaction—but all that data also creates significant challenges.

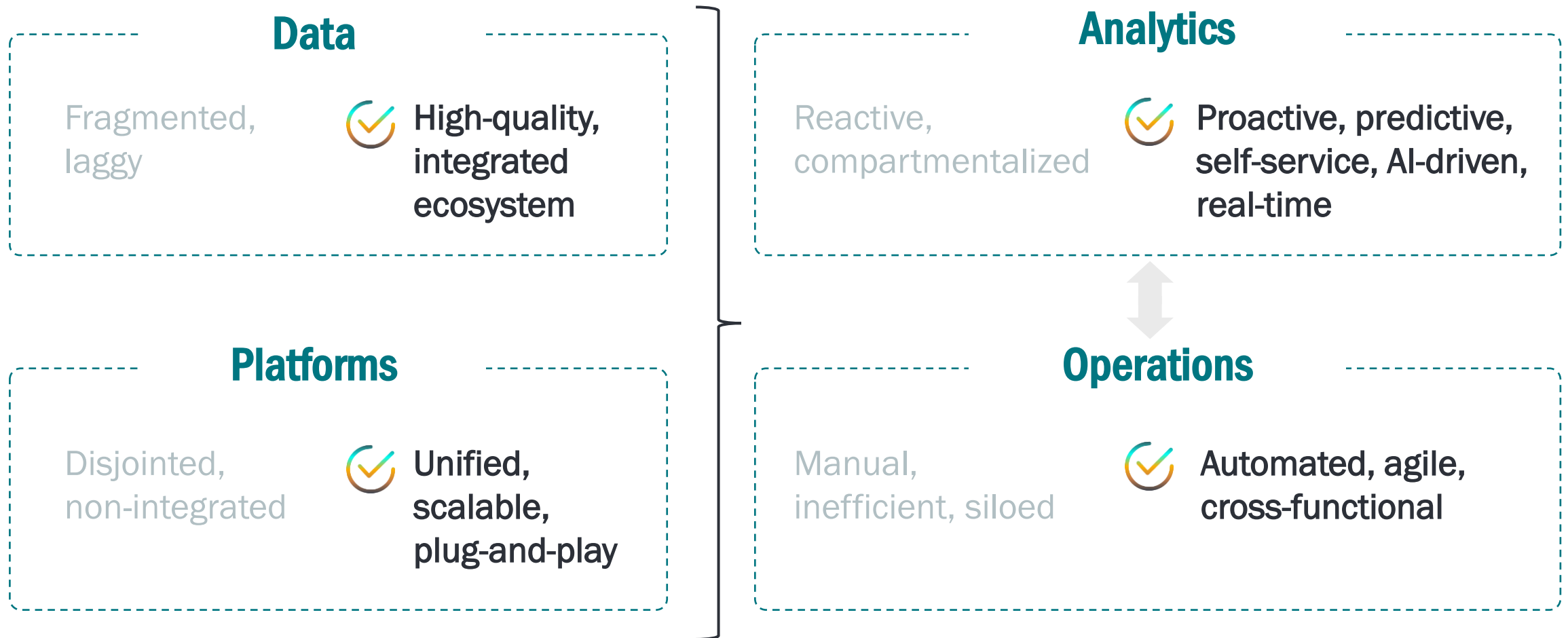
By Simon Jolley on March 01, 2024 Share



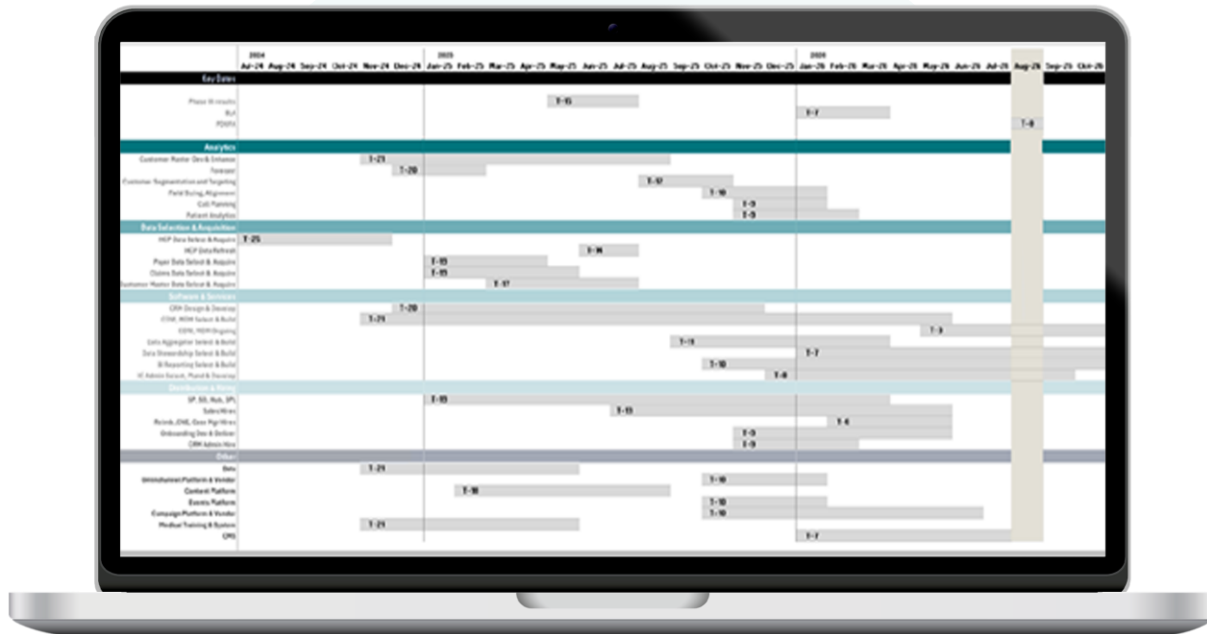
Traditional commercial operations...



...are being replaced with a new agile commercial engine



Roadmap to navigating key decisions



“At-Risk” Investments

Buy vs. Build

Navigating the Data Swamp

Tech for Today and Tomorrow

“AT-RISK” INVESTMENTS:

How do you strike a balance between protection and preparation?

Client challenge:

- Emerging biopharma in Phase III trials
- Team had limited product launch experience
- Needed to balance financial risk and launch readiness
- Required commercial data ecosystem and systems roadmap for launch

Investing “at risk” vs. waiting

→ **Approval Preparedness:**

Is early investment necessary to ensure launch readiness for expedited approval, or is the risk of under-preparation acceptable?

→ **Key Intel Needed for Launch:**

Does early investment allow time for strategic activities, like HCP profiling, or can it be delayed?

→ **Resource Efficiency:**

Does hiring and buying now add value, or will waiting help avoid unnecessary resource spending?

Recommended activities to invest in “at risk” to ensure launch success



**Purchasing
Patient-Level
Data**



**Setting up a CDW
and Building an
MDM Process**



**Establishing
Initial Customer
Master**



**Implementing CRM
for the Medical and
Commercial Teams**

BUY VS. BUILD:

How can we accelerate launch while balancing customization and speed?

Client challenge:

- Emerging biopharma launching its first product, facing competition
- Needed rapid setup of data management, reporting, commercial analytics, and omnichannel marketing capabilities
- Deciding whether they should buy or build tech and solutions

WHAT TO CONSIDER:

Buy vs. Build

→ Budget:

What are the cost trade-offs between SaaS, built-for-purpose, and custom solution builds?

→ Time to Value:

How long will it take before you can meaningfully use the solution?

→ Integrations:

Will the solution easily integrate with both internal and third-party systems?

→ Ability to Keep Pace with Innovation:

Will your solution be able to quickly take advantage of evolving technology, customer feedback, and market demands?

Pros and Cons

Buy

PROs:

- Rapid implementation
- Range of costs
- Supports ongoing innovation
- Data security and compliance built in

CONs:

- Locked into contract
- Lack of visibility into proprietary processes
- Limited scalability
- Reliance on consultants and third parties

VS

Build

PROs:

- Customized features and functions
- Configurability
- Internal management
- Flexibility

CONs:

- Inflexible code
- Slow process
- Requires specialized training
- Expensive
- Challenges with integration
- Ongoing innovation can be costly and time-consuming
- Need to update for compliance

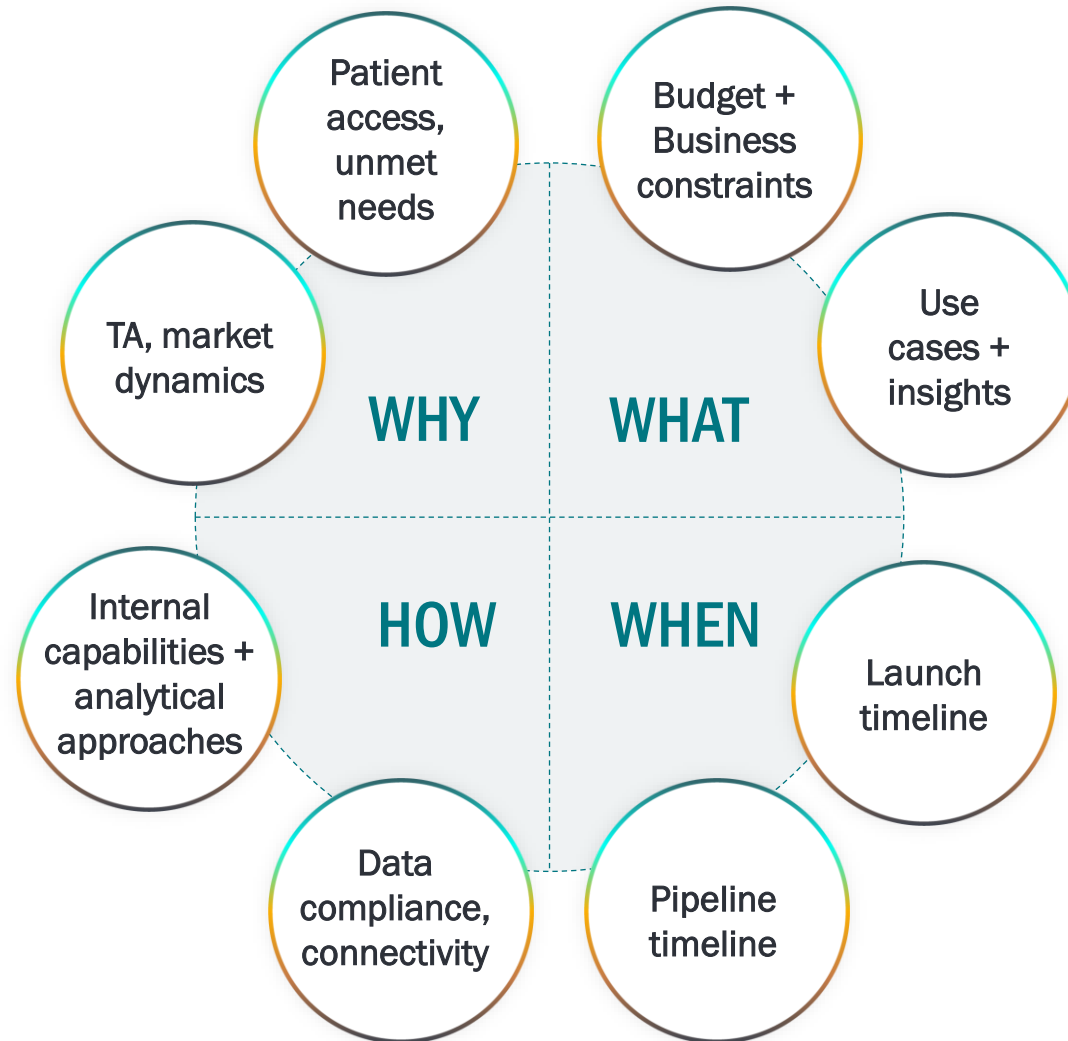
NAVIGATING THE DATA SWAMP:

How do we prioritize data sources and vendors for complex customer sets?

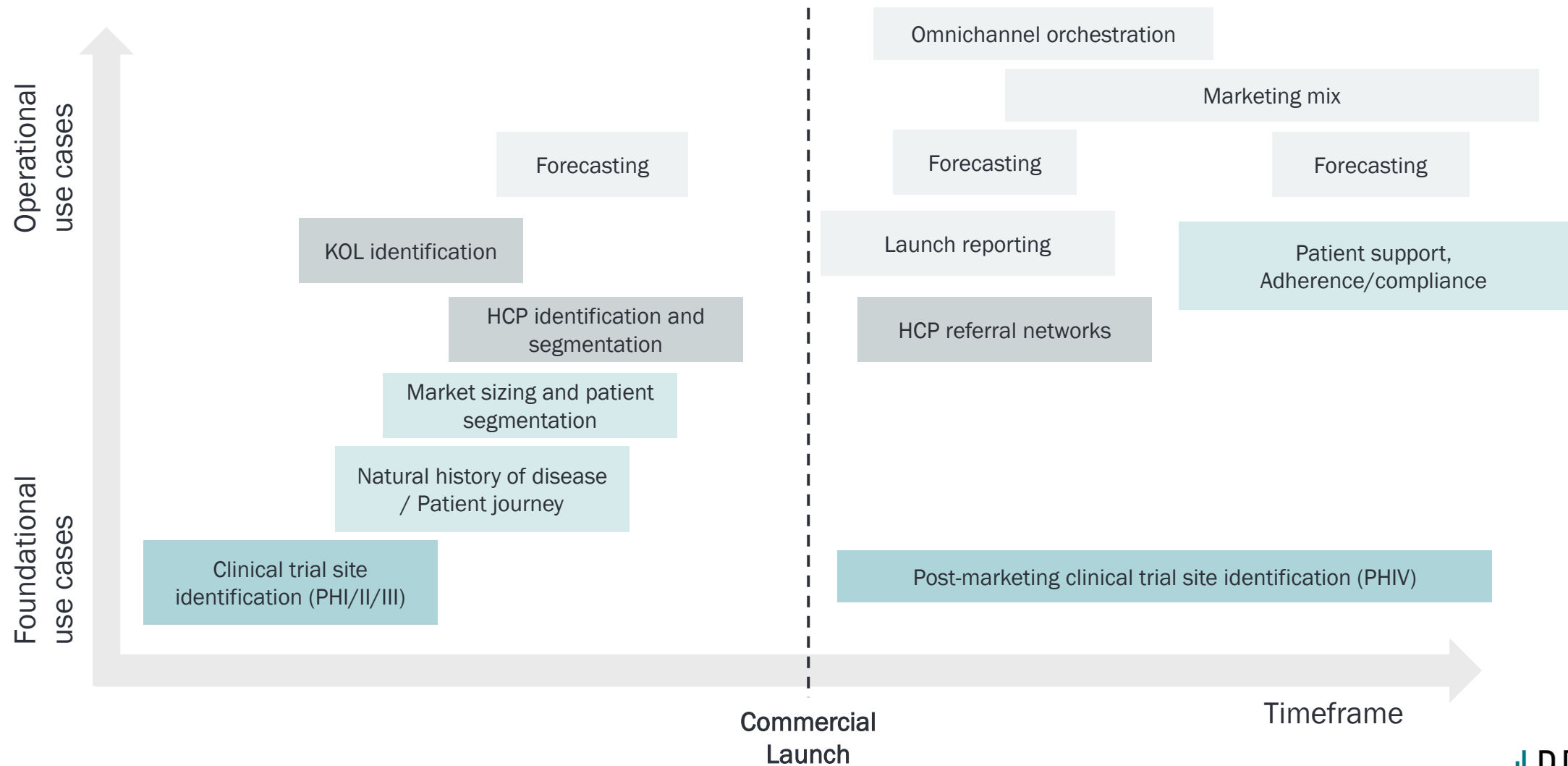
Client challenge:

- Emerging biopharma company launching a specialty drug with niche audience and complex treatment journey
- Looking to establish a robust data foundation as its single source of truth across the organization – granular, dynamic, holistic
- Needed to select and integrate the right set of structured and unstructured data sources
- Wanted vendors that worked for launch priorities but also could handle more complex requirements as needs evolves

From data swamp to a “future-proof” dynamic ecosystem



A 'future-proof' data plan by timeline



WHAT TO CONSIDER:

Data vendor assessment and selection

Data Coverage:

- Capture rate of data, events, tests and treatments
- Payer types
- Patient demographics
- Provider coverage and identification
- Open or Closed dataset

Data Longitudinality:

- Capture of data throughout time
- Data timeframe
- Individual patient length of data coverage

Data Biases:

- Representation of required sub-populations in data
- Under or over-sample of patient demographics, geographies, and provider specialties and demographics
- Ability to project data to total population

Data Backend:

- Data sources and how it is collected
- Refresh cycle
- Ability to tokenize and link to other data sets
- Data collection lag
- Market basket definitions
- Specific vendor considerations

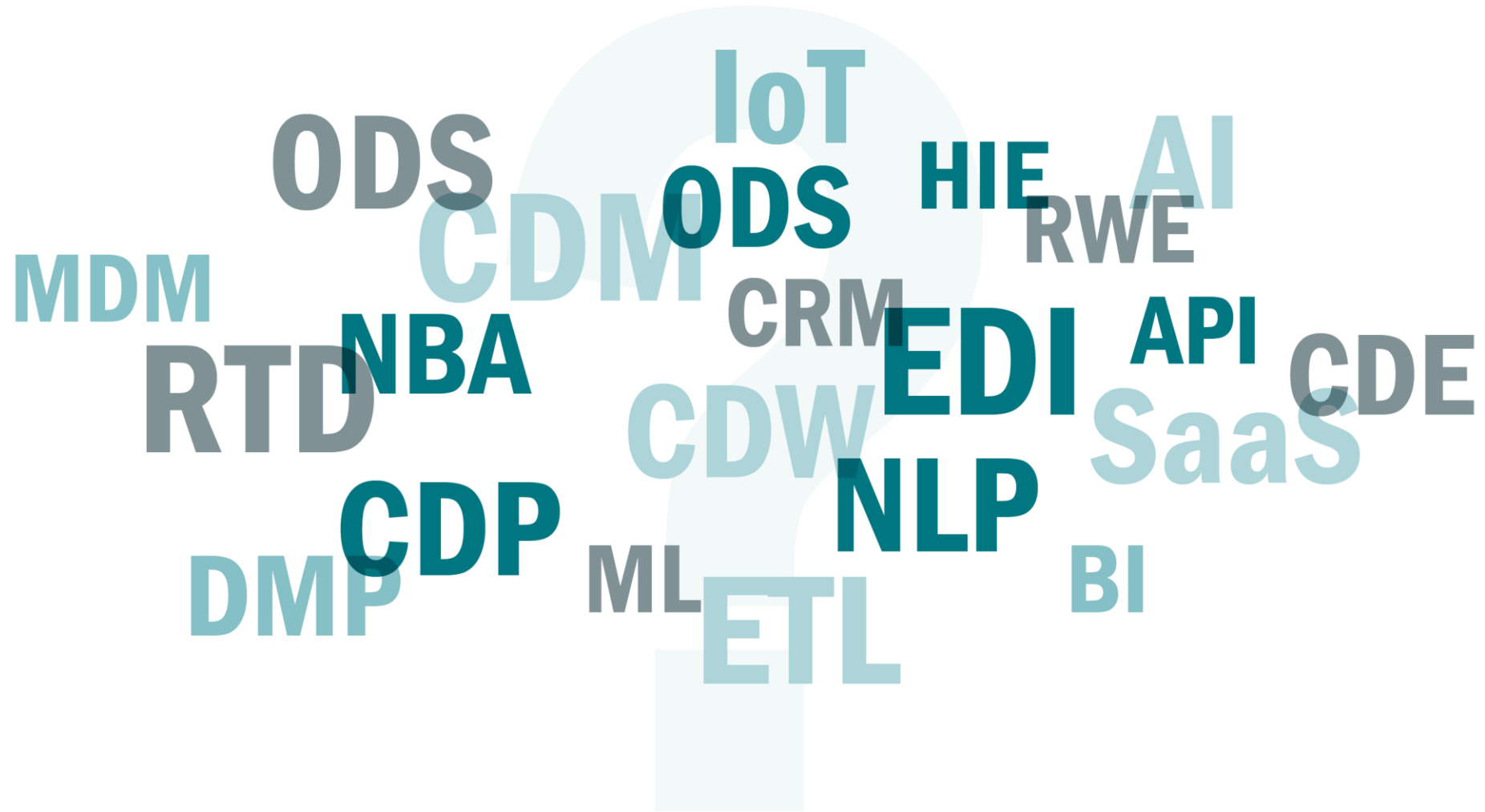
CHOOSING TECH FOR TODAY AND TOMORROW:

How can we prioritize essential tech for launch while looking to scale in the future?

Client challenge:

- Emerging oncology biotech was 18 months pre-launch, with multiple drugs in the pipeline
- Struggling to navigate the expanding landscape of technology options and AI-enabled tools
- Needed tech that fit the needs and use cases of multiple functional groups, and worked well for first launch but could scale in the future

Making sense of the alphabet soup of the modern tech stack



WHAT TO CONSIDER:

Choosing tech for today and tomorrow



Use Cases and Functional Requirements Instead of Long-Term Strategy



Future-Proofing through Vendor Roadmaps



Integration Feasibility Assessment

Roadmap to navigating key decisions



“At-Risk” Investments

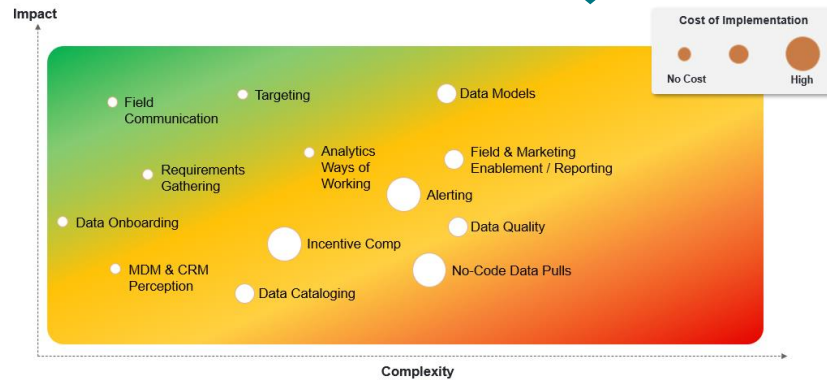
Buy vs. Build

Navigating the Data Swamp

Tech for Today and Tomorrow

Emerging Biopharma Data and Analytics Roadmap

Impact v/s Complexity Assessment



Improvement Opportunities Matrix

Area	Assessment	Architecture	Data Access	Communication	Adoption	Rules / Responsibilities	Details	Recommendation
Data Platform Architecture	✓	✓	✓	✓	✓	✓	Follows strong data warehousing architecture and modeling patterns.	
Data Ingestion	✓	✓	✓	✓	✓	✓	Strong technical toolkit with consistent application of business rules.	
Data Integration	✓	✓	✓	✓	✓	✓	dBt is consistently and clearly utilized to deliver data models (particularly in Power BI).	
Data Cataloging	!	!	!	!	!	✓	Atlan is an industry-leading tool but lacks completeness and usage.	Refresh Atlan, train end users so they are aware of how to understand data status and rules.
Data Quality	!	!	!	!	!	✓	Data quality is generally strong. Monte Carlo utilization (and downstream DC) could be augmented.	Enhance business-level checks and anomaly detection using Monte Carlo (or dgf) – maximize tech spend return.
MDM & CRM Perception	!	✓	!	!	✓	!	Data quality / trust is stabilizing but doubts still remain with the field and HQ users.	Dive into specific questions and examples and improve understanding of MDM / CRM with field and HQ.
No-Code Data Pulls	!	!	!	!	✓	✓	Power BI is available but may be challenging to use for non-technical users.	Consider a tool like Sigma for low-code reporting / analytics.

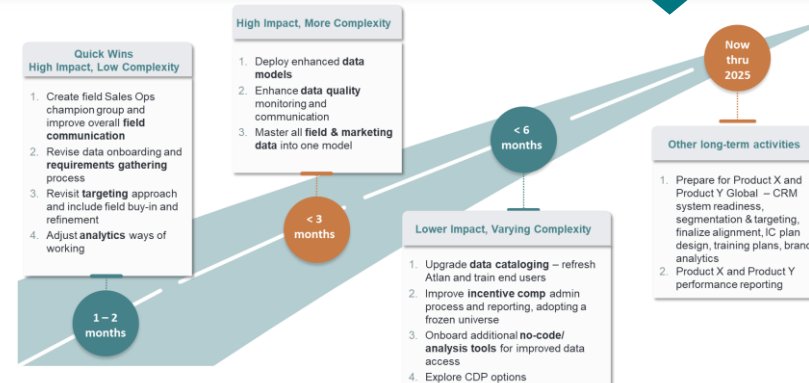
✓ No Issues Identified
! Areas of Improvements

Assessment Scorecards

Area	Assessment	Details	Point of Friction	Recommendation
Analytics	+	Capable analytics team with a large backlog of ad hoc analytics and data profiling exercises.	Delays in delivering analytics due to slow turnaround times and lack of business context in requests.	Ensure alignment on analytical requests before solutioning.
Targeting	-	Targeting approach is based on old rules / data and needs to be updated to fit the current situation.	The current targeting approach is outdated and based on old rules, causing inefficiencies.	Ensure new rules are vetted and have buy-in across stakeholders, communicate proactively.
Alerting	○	Alerts now available but possible over-reporting + lacking ideal feedback mechanism.	Over-alerting has caused alert fatigue, and the feedback mechanism is not ideal for the field team.	Task individual/group with discussing with field team, providing change requirements to IT, oversight..
Incentive Compensation	○	No "IC-grade" data or reporting today; lack of quarterly frozen demographics causes fluctuations in IC reporting.	Lack of "IC-grade" data and reporting, with inconsistencies in demographic freezes and data fluctuations causing confusion.	Implement quarterly frozen process, provide IC-grade data and reports.

+ No Issues Identified
 - Significant changes required
 ○ Areas of Improvements

Roadmap Framework



Thank you!

Any questions for our speakers?



Todd Foster
ASSOCIATE PARTNER
Beghou Consulting



Melissa McDevitt
PARTNER
Beghou Consulting

Learn more: BeghouConsulting.com/dataroadmap

Email: info@beghouconsulting.com