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Leading biotech company wins new customers and Improves customer retention with better insights on Product adoption and utilization

The Big Picture

In the current biotech and biopharma complex operating environment, Bio-IT solutions have emerged as the utmost priority among organizations. With biotech companies capturing more data and information than ever before, both at velocity and volume, managing complex data and processes has become a critical challenge.

This is why a leading biotechnology company was looking for ways to better manage these processes and leverage the vast amount of data being generated. The client had a Commercial Copay Program. These programs provide a subsidy to cover out of pocket (OOP) costs for patients with private/commercial insurance with an annual benefit reaching up to $25K per benefit year with out of pocket patient costs ranging from $5-25 per claim. These Copay Programs are designed to address patient financial barriers to treatment, promote patient adherence to therapy and enable prescribers to provide the most appropriate treatment option without patient financial concerns. The need for this project originates from field requests for access to program enrollment and copay utilization, to provide insights for strategic account planning. It further aims to define rules to segment the prescribers, basis enrollments, and utilization.

The Problem

The client wanted to improve on the prescriber mapping in enrolment and claims data, but they lacked a consolidated database. There were multiple data sources to fetch the data from, and these databases were utterly complex. The client turned to Incedo to reform the efficiency of identifying and matching prescribers based on the prescriber's demographics using fuzzy logic. This mapping was to be used to report accurate copay enrolments & claims metrics. The business metrics needed to be understood and refined properly to report relevant information.
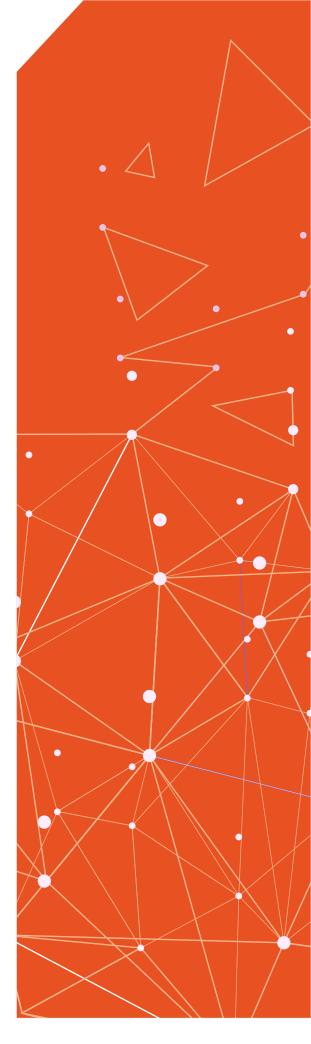
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Our Solutions

The team at Incedo performed a detailed analysis, and study to understand the brand nuances, business metrics and complex databases. This required extensive coordination with multiple teams to gather essential data from multiple data sources, present in different formats.

The data extraction included database mapping to map patient enrollment and claims data. For Data Processing, Incedo performed extensive data cleaning and hygiene checks for accuracy and completeness of data. Given the high level of complexity of data, a three layered python based fuzzy matching algorithm was developed. Each layer was given a fuzzy score, and the records above the threshold fuzzy score were selected in each layer.

Multiple brand nuances were incorporated, and metrics were generated at enrollments/claims level and then rolled up at the prescriber level. The HCP's were also segmented basis the utilization to provide relevant insights and suggest necessary field action on enrollment, utilization and growth. The reporting Dashboards provided flexibility to select brand, team and geography (i.e. region, division and territory) to view the relevant metrics for all the prescribers falling under the geography. There were two versions developed - PC and MAC.

The Impact

- Empowered field reps in new expanded roles with adoption and utilization insights through business intelligence reports to significantly increase customer acquisition. Field reps were enabled to provide proactive support to prescribers by identifying areas of low co-pay program enrollment and/or utilization.

- Copay optimization for each brand and geography leading to optimized costs with optimal coverage amount for each brand/insurance plan.

- Increased customer engagement with better collaboration and coordination across a territory board, by identifying opportunities where copay program utilization occurs for a product but not for other products.

- By introducing fuzzy logic, the IDs for 26% (9,519) additional records were mapped as compared to the traditional logic

- Manual intervention reduced due to fully automated python fuzzy match system.

About Incedo

Incedo is a digital transformation expert empowering companies to realize sustainable business impact from their digital investments. Our integrated services and platforms that connect strategy and execution, are built on the foundation of Design, AI, Data, and strong engineering capabilities blended with our deep domain expertise from digital natives.

With over 3,000 professionals in the US, Canada, Latin America, and India and a large, diverse portfolio of long term, Fortune 500 and fast-growing clients worldwide, we work across financial services, telecom, product engineering, and life sciences industries. Visit our website to learn more about how we help clients transform today :www.incedoinc.com

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Iselin	**Santa Clara**
170 Wood Avenue South,	2880 Lakeside Drive #237,
Iselin, New Jersey 08830	Santa Clara, CA, 95054
Phone: +1 732 276 1555	Phone: +1 408 531 6040

✉ **Email us**
inquiries@incedoinc.com