A leading biopharma company needed to build market share for an anti-PD-1 immunotherapy in a highly competitive immuno-oncology space. Utilizing observational analysis of patients identified by the iKnowMed℠ oncology EHR, McKesson helped the biopharma company conduct a real-world study of the effectiveness of pembrolizumab, which was recently published in the Journal of Immunotherapy.

**At a Glance**

**Need:** A leading biopharma company needed to build market share in a highly competitive market for an immunotherapy that was the first PD-1 inhibitor approved by the FDA for the treatment of advanced melanoma. While clinical trial results demonstrated efficacy and safety, little was known about real-world utilization and patient outcomes. Observational research using real-world EHR data served as an important tool in translating randomized trial experience to clinical practice to support post-approval utilization.

**Approach:** Leveraging deep clinical data and robust analytics, McKesson helped the biopharma company understand the real-world utilization of the therapy and associated patient outcomes for advanced melanoma in US community oncology practices. Through the iKnowMed℠ EHR, researchers identified ~170 patients who received pembrolizumab for advanced melanoma over a 4-month period with 9 months of follow-up.

**Results:** By combining real-world EHR data and insights from long-standing KOL relationships in The US Oncology Network, McKesson helped the biopharma company gather clinical information about treatment progression and protocols, as well as safety and efficacy data to better understand treatment sequencing and which patients to treat with what options. The results were published in a retrospective observational study, “Pembrolizumab Utilization and Outcomes for Advanced Melanoma in US Community Oncology Practices,” in the Journal of Immunotherapy (41(2):86-95, February/March 2018).

This study delivered critical evidence and insights supporting treatment effectiveness in a real-world setting for patients with advanced melanoma. The evidence also informed an outreach strategy to drive adoption and improve market share.

**Differentiated Data and Expertise**

McKesson leverages actionable data to help biopharma companies understand where to find patient populations, identify patterns of care for indications, and develop an outreach strategy with the optimal communication to drive engagement. Through deep, long-term relationships with hundreds of community oncology practices nationwide, McKesson is uniquely positioned to validate the clinical relevance of communications tools and provide exclusive communication channels. The result is effective outreach that impacts physician behavior and shapes future engagement.

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**Overview**

A leading biopharma company needed to build market share for an anti-PD-1 immunotherapy in a highly competitive immuno-oncology space. Utilizing observational analysis of patients identified by the iKnowMed℠ oncology EHR, McKesson helped the biopharma company conduct a real-world study of the effectiveness of pembrolizumab, which was recently published in the *Journal of Immunotherapy.*

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

**Breadth:** Statistically relevant data set and deep oncology expertise support actionable recommendations

**Depth:** Real-time tracking of clinical and reimbursement data elements across unified EHR and reimbursement systems

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

**Learn More Today**

**Contact your McKesson Business Development Director**

**Email us:** datainsights@mckesson.com

**Visit us online:** mckesson.com/datainsights

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**Publication of a Real-World Study Supports an Immunotherapy in a Highly Competitive Market**

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**Advanced Melanoma PD-1 Inhibitor Utilization (4 month period)**

- 1st Line: 23%
- 2nd Line: 52%
- 3rd Line or Later: 25%