Case Study

A leading global biotech company experienced lower than desired sales for their drug given the results from a recent comparative study. The key question was why.

Results from a Real World Evidence (RWE) Study conducted by physicians from The US Oncology Network in collaboration with McKesson Specialty Health indicated clinical benefits to using a certain drug versus alternative treatments in a specific disease state. However sales were not reflecting the comparative clinical benefits. McKesson not only helped the biotech company demonstrate outcomes for their drug, but also provided a unique approach to understand the reasons behind existing physician prescribing behaviors.

At a Glance

Need: A leading global biotech company needed to quickly and cost-effectively determine why the sales of their therapy were not reflecting the clinical benefits demonstrated through a comparative effectiveness study. The company wanted to understand the reasons behind existing prescribing behaviors and determine the type of clinical information that could be relevant to physicians.

Equipped with real-time, deep clinical data, McKesson was positioned to establish that the biotech company’s drug yielded outcomes favorable to competing drugs. The extensive data set also allowed for accurate and reliable identification of segments of physicians who were candidates for the drug. Using its provider portal, The Oncology Portal, McKesson was able to survey physicians and collect feedback about their own treatment patterns and reasons behind them.

"After seeing results from this project, I wanted to better understand the reasons behind physicians' treatment patterns. The Oncology Portal offered a unique approach to survey the same physicians who contributed data to my study...and revealed valuable insights about use of our drug."

-Executive from Global Biotech company

Approach: Using The Oncology Portal, McKesson reached out to over 500 physicians from The US Oncology Network, including 200 physicians analyzed in the RWE study, and an additional 300 physicians treating a high volume of patients with the same disease type. The survey contained 35 questions with a maximum of 13 questions per respondent based on segmentation methodology.

Results: Approximately 100 respondents completed the survey which met the biopharma customer’s parameters around statistical significance and budget. The survey revealed several reasons behind the prescribing behaviors such as volume of patients treated for a disease state, anticipated treatment response, and toxicity. Additionally, the survey helped determine the role of the patient in continuing treatment in the maintenance setting.

The results from the survey, in addition to the RWE study using McKesson’s market intelligence data provided a full picture to the biotech company. The company was able to quickly and cost-effectively determine what type of clinical information could be provided to physician groups to further educate them about the drug. Notably, an abstract summarizing the results from The Oncology Portal survey was shared at a leading scientific meeting, and educational activities were initiated across the country.