Accelerating Patient Screening Through Strategic Insights

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When faced with the challenge of screening more than 300,000 patients for a life-altering disease before symptoms even began to show, a top 10 global pharmaceutical manufacturer knew it needed a novel approach. They turned to Within3, whose innovative platform quickly became an integral component in a transformation that empowered both commercial and medical affairs teams like never before.

Within3

GOALS

Patient screening: The organization aimed to uncover more healthcare practices and relevant healthcare professionals (HCPs) to facilitate patient screening. Specific "acceleration accounts" were identified and targeted to enhance outreach and effectiveness.

Cross-team collaboration: The implementation of the Within3 platform needed to accommodate both commercial and medical affairs goals, which, while distinct, complement each other. This would enable the generation of separate, yet related, reports that serve both teams' objectives. The platform's unique flexibility was able to provide both sets of users what was most relevant and important to them.

Education, engagement, and events: Teams sought to identify key opinion leaders (KOLs) for targeted education, encompassing in-person events, congress reporting, and virtual communications.

INSIGHTS AND ACTIONS

Within3 facilitated an accelerated platform implementation process to enhance the teams' speed to market. They nimbly adjusted training methods to scale for approximately 250 users. To accommodate various learning styles, Within3 offered multiple options including:

- Asynchronous learning applications for independent study
- Live group training
- One-on-one meetings

Medical affairs team

This team utilized the platform to drive educational initiatives by using claims data to identify healthcare systems and providers that could benefit from education regarding early detection and treatment options. They shared medical insights, provided scientific information, and enhanced clinical initiatives.

The team leveraged virtual advisory boards to effectively engage KOLs and gather crucial insights without the logistical challenges of in-person meetings. This streamlined approach was a significant advantage for the medical affairs team in shaping product development and research initiatives.

Commercial team

The department leveraged the platform for market analysis, focusing on sales strategies and customer engagement, allowing them to gather insights on market trends and optimize marketing efforts. They implemented geotargeting strategies to tailor communications and outreach efforts based on specific geographical locations, better addressing the needs and preferences of healthcare professionals in different regions.

Both teams utilized referral pattern data to build relationships with endocrinologists and general practitioners, aiming to enhance awareness of the need to screen specific patients and test them for pre-disease state, along with their treatment options. They received real-time action items through insights reporting, which provided a structured mechanism for validating strategic agility, enabling course corrections as needed.

Key Performance Indicators (KPIs) monitored included:

- User activity and engagement levels
- Referral networks identified
- Claims data related to patient treatments
- Number of patients screened
- Educational efforts at specific key accounts, like IDNs

RESULTS

In less than a year since implementation, the time required to get high-quality feedback from HCPs has been reduced and operational efficiency has improved. Real-time insights have directly impacted launch strategies, while engagement with HCPs and healthcare systems has increased. The client is continuously expanding the use of the platform across different teams and use cases, demonstrating a successful and adaptive implementation process.

- **Enhanced strategy execution**: Within3's insights reporting has become the backbone of the organization's strategy, allowing teams to prioritize key accounts, target referral networks effectively, and optimize early detection efforts.

- **Improved targeting of referral networks**: The platform provided valuable insights into referral patterns, enabling the company to focus on healthcare professionals with the highest potential for patient referrals. They achieved better ROI by specifically targeting the most valuable stakeholders.

- **Real-world impact on early detection**: Customized filters and data training led to the identification of key clinicians, boosting early detection of conditions and improving outcomes in the pilot markets.

These success stories demonstrate how Within3's platform is crucial in enhancing targeting, engagement, and validating strategy through insights analysis and reporting across the pharmaceutical organization's commercial and medical teams, particularly in developing disease areas and early detection efforts.

Additionally, an adjacent department focused on a different treatment area is currently evaluating the Within3 platform, following the success and recommendations of their colleagues.

> "We wouldn't have been able to do it without Within3. The information was super critical to us not only in building our target lists but also in ensuring we had the right targets aligned to the strategy we want to execute."
>
> *–Head of Thought Leadership*

ABOUT WITHIN3

Within3 empowers companies to evaluate and communicate the impact of their strategies by integrating market data, AI, and engagement tools for real-time insights from payers, patients, and HCPs. As the world leader in life science insights management, Within3's platform gathers, integrates, and analyzes insights faster than any other, reducing reporting from months to days and cutting 90% of the workload. Companies use Within3 to drive strategy-impacting decisions up to 3x faster while ensuring the customer's voice is heard across the enterprise. To learn more or request a demo, visit **www. within3.com**.