

When your data hits a wall

A pragmatic framework for life sciences
leaders before investing in more data



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What we'll cover:

- ✓ Dynamics making this harder
- ✓ Framework for data investment
- ✓ Q&A grounded in real-world situations

CHALLENGE

Your data misses patients, answers, and impact

When your current data isn't enough:

- Targeting doesn't improve performance.
- Patients are missing from your view.
- Key questions remain unanswered.
- Stakeholders are not aligned.
- Gaps surface with new brands/indications.



What do you need?

Additional claims sources?

New data types?

Expanded capture?

Different analytical methods?

“Even a 10-20% improvement in targeting or patient identification can materially change outcomes.”

CHALLENGE

An explosion of data sources: which are the most appropriate choices?

Largest and most frequent

 IQVIA™

 norstella™

 Clarivate™

 MIT

 komodo®

 IntegriChain®

Specialized data and analytics providers

 CITELINE
a norstella company

 Evaluate
a norstella company

 GlobalData.

 CERTARA®

 Symphony Health

 Veeva

 Compass

Emerging/niche data and AI vendors

 flatiron

 QUANT
DATA & ANALYTICS

 FORIAN

 healthverity™

 PIXTA

 PurpleLab®

 rwazi

 MCKESSON
Compile™

 Definitive
Healthcare

 XTRACT.io
Business Solutions from Mobius

 TRUVETA

Examples of data vendors for illustrative purposes — not an exhaustive list

FRAMEWORK

Treat data decisions like a renovation

Assess the situation, prioritize what will have the most impact and when, and evaluate the available solutions.

Solid foundation:

You have a functional house with all the basics in place.



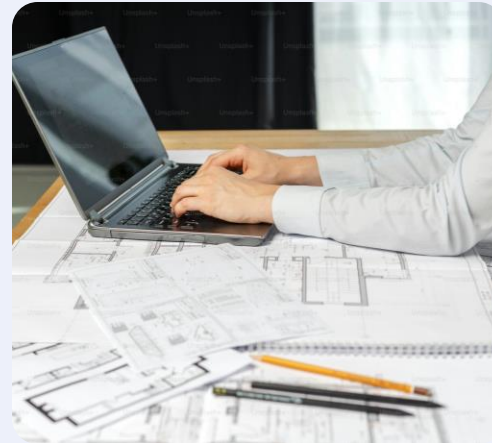
Multiple issues:

Some outlets have stopped working, the HVAC isn't working as well as it should, and your in-laws are moving in.



Prioritizing the work:

What work will have the greatest impact across the house (e.g., cross-functional), and what order should you do it in?



Making the decisions:

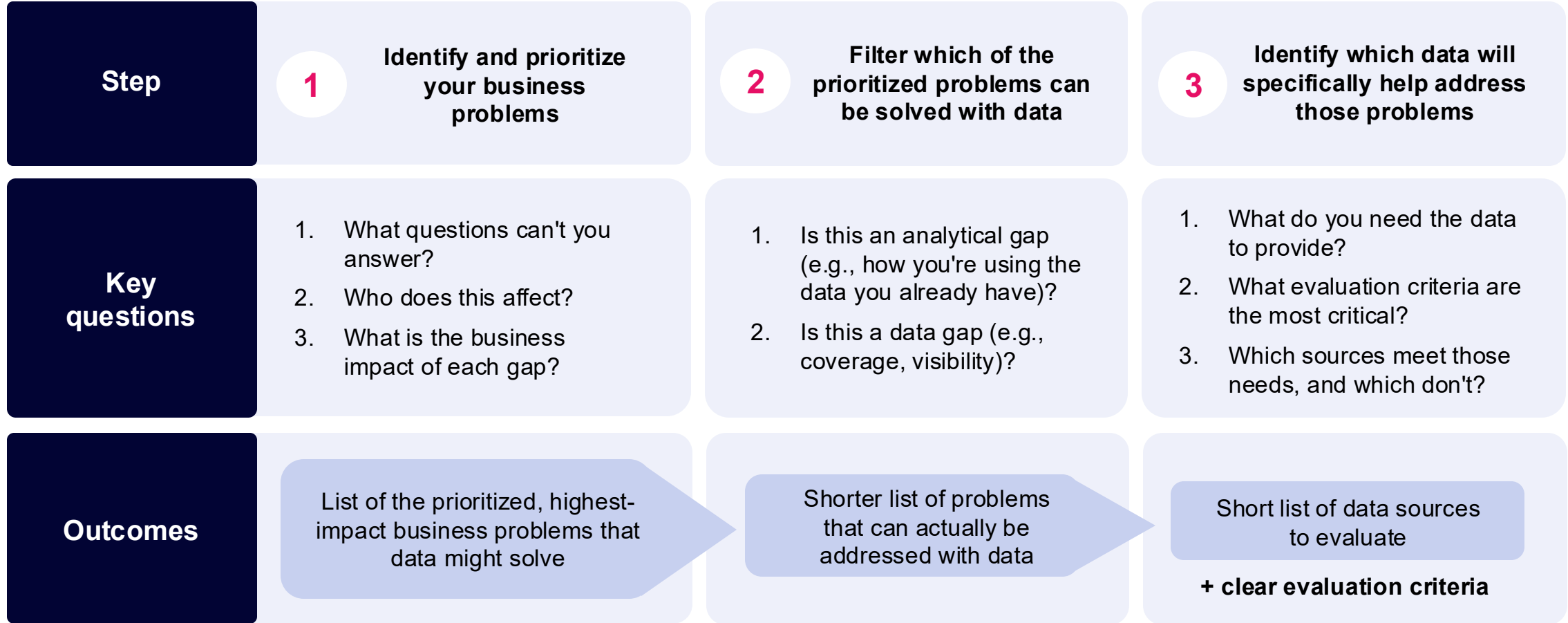
Which contractors provide the options you need, will work with your existing house, and will meet your budget?



FRAMEWORK

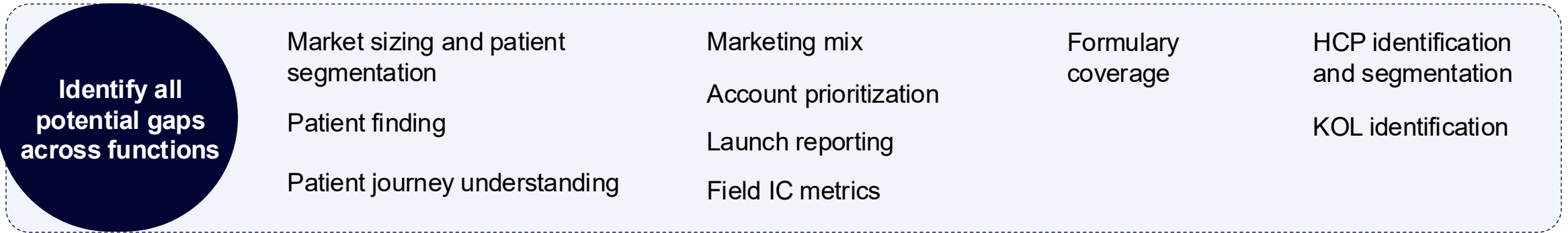
How to renovate your data infrastructure

A practical framework to be clear on what you're solving for and what actually matters in the data



1. Identify and prioritize your business problems

Based on priority, impact, and budget, which problems/use cases move to the next step?



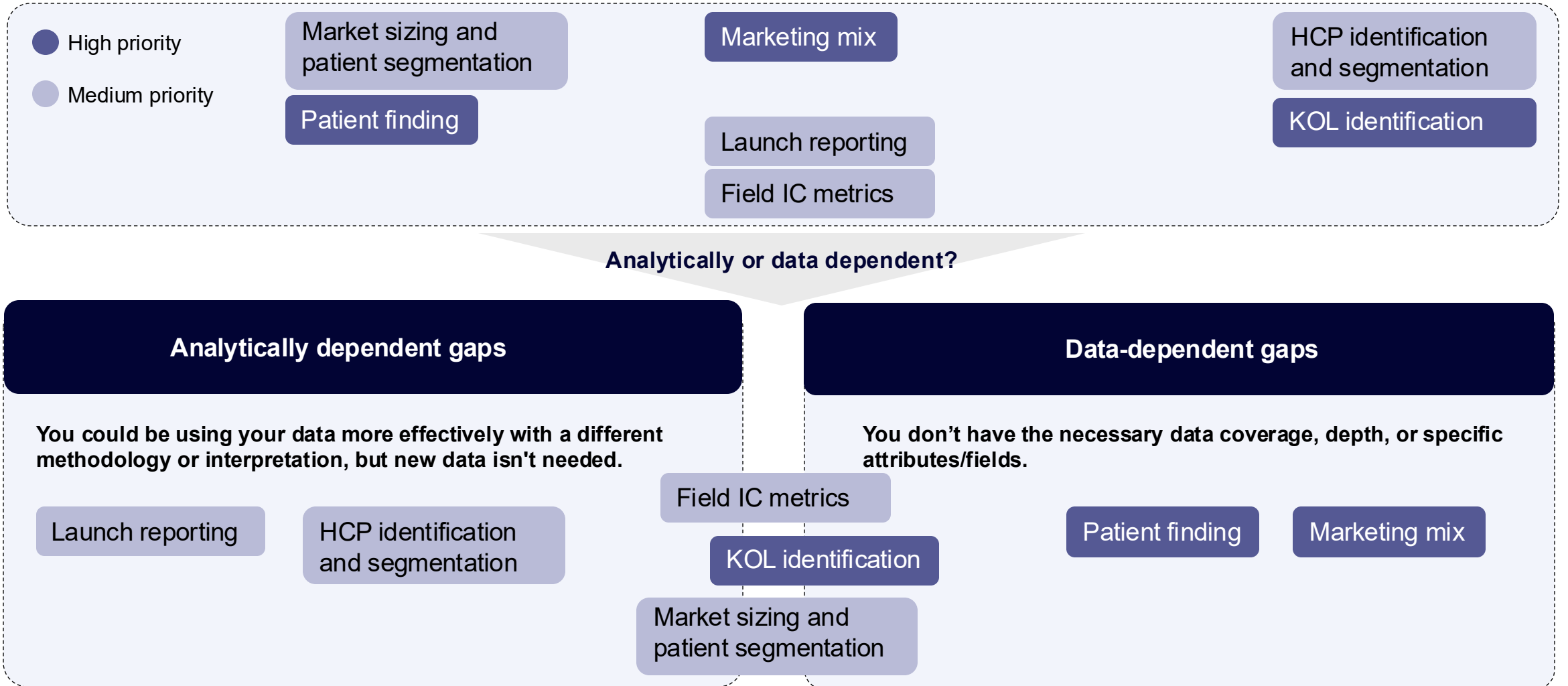
Prioritize the gaps



Move high ● and medium ● priority items to the next step

FRAMEWORK

2. Filter which problems can be solved with data









3. Identify which data will address the problems

Genetically driven rare disease – patient finding

What do you need from the data?

Which sources meet those needs?

EHR	EHR vendor 1 	EHR vendor 2 	EHR vendor 3 
Availability of notes/unstructured data	Light blue	Light blue	Dark blue
Key attributes beyond regular claims (e.g., diagnosis detail, lab values, imaging)	Dark blue	Light blue	Dark blue
Duration of longitudinal data	Light blue	Dark blue	Dark blue
Ability to use AI/ML to analyze the data	Red		
Claims data	Claims vendor 1 	Claims vendor 2 	Claims vendor 3 
Open or closed	Closed	Open	Open
Patient demographics (sub-populations)	Light blue	Dark blue	Dark blue
Payer types	Dark blue	Dark blue	Light blue
Amount of overlap with existing sources	Light blue	Light blue	Dark blue

FRAMEWORK

3. Identify which data will address the problems

Alzheimer's disease (AD) – KOL identification

What do you need from the data?

Clinical care

- Evidence of active diagnosis and treatment of patients with AD
- Visibility into referral and prescribing influence in care pathways
- Balance of clinical practice vs research focus

Research activity

- Publications and recent research activity in AD
- Participation in AD clinical trials or primary investigator activity

Community engagement

- Affiliation with AD advocacy and treatment-shaping groups
- Engagement in peer networks, conferences, and speaking opportunities
- Social and digital presence within AD communities

Which sources meet those needs?



CLAIMS



MEDICARE



EHR



SP



HUB



CLINICAL TRIALS



JOURNAL PUBLICATIONS



SOCIAL MEDIA

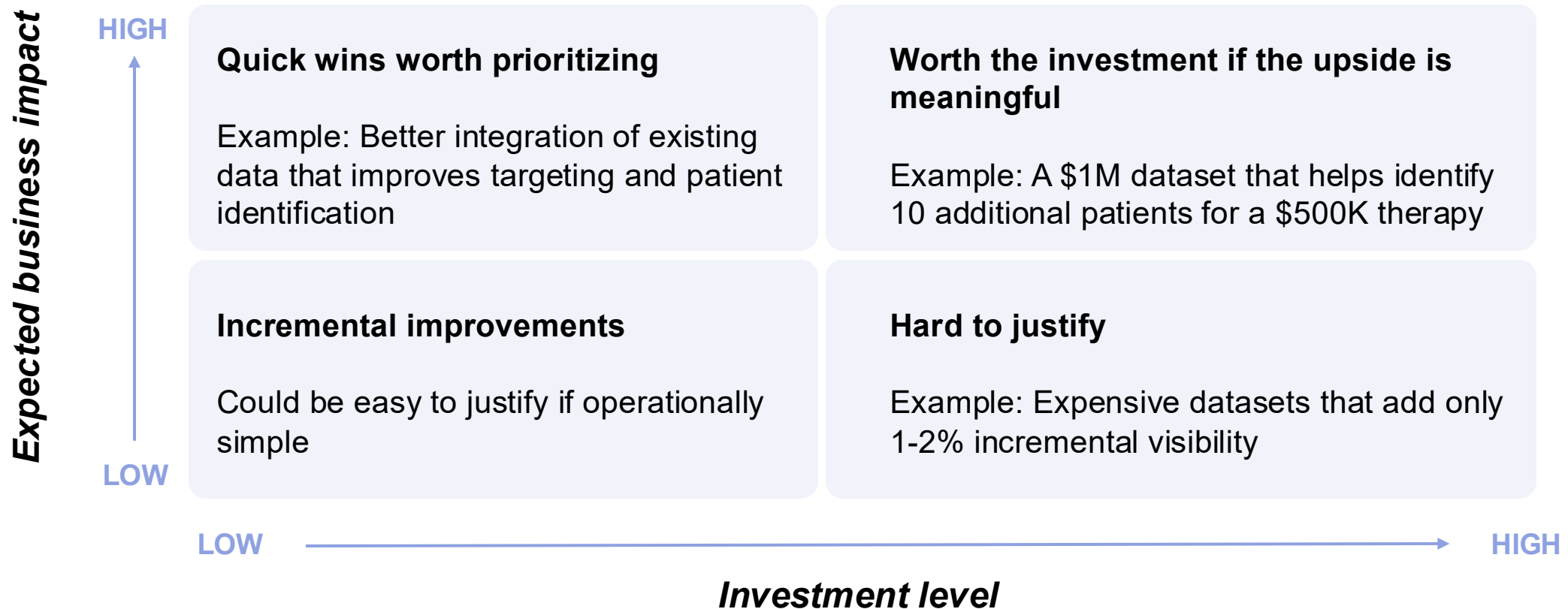


ADVOCACY

FRAMEWORK

Invest where it matters

Which of the short-listed options are worth it based on business impact, cost, and feasibility?



Key takeaways

- 1 When data falls short, the issue is not always the data itself.**
The challenge may involve analytics or workflow challenges that do not take full advantage of the data available.

- 2 The right data decision depends on the problem you're trying to solve.**
The evaluation process should reflect the therapeutic area, use case, business priorities, and what kind of lift the data is expected to provide.

- 3 The best data investments should materially change what the business can do.**
Incremental visibility gains may not justify the added cost, integration effort, or operational burden.

Q&A



- What are the top 3-5 questions that should be assessed to determine if the data you currently purchase is appropriate for your needs?
- How do you set up your data stack to enable AI engines that can drive faster insights (e.g., better targeting, next best actions, missing content)?
- How might approaches differ between ultra-rare disease states versus those that are more prevalent?
- What are new data sources being leveraged beyond the common standards that have always been used?

Coming up in our Data Strategy Series...

Reach out at:

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[Beghou.com](https://beghou.com)



**When you're investing ahead
of a first-time launch**

On-demand



**When your data
hits a wall**

Today



**When your data isn't
translating into action**

September