

case study

Client:

Large Pharma

Service:

Geographic Modeling

Summary:

A therapeutic agent had a shelf life short enough that it had to be delivered from manufacturer to OR immediately before a procedure to ensure efficacy. The current manufacturing partner didn't have enough sites for coverage at all participating hospitals. To expand, the client needed to know:

- Where would patients go to seek treatment?
- What were the non-spatial delivery time constraints for each potential treatment site?
- Which manufacturing sites were within the optimal distance of eligible treatment facilities?
- What was the potential increase in treatable patients for each manufacturing site?
- Which potential partner companies owned which set of manufacturing sites?

DRG Data Sciences combined county-level epidemiological data, referral patterns and hospital procedure volumes with geospatial and delivery time data to create visualizations that assigned a value to each potential manufacturing partner.

Services:

- Generation of universe of possible treatment facilities
- Epidemiological analysis
- Referral pattern analysis
- Travel time analysis to establish "real time" delivery radius for each facility
- Partnership value calculations
- Generation of map-based decision-support visualizations

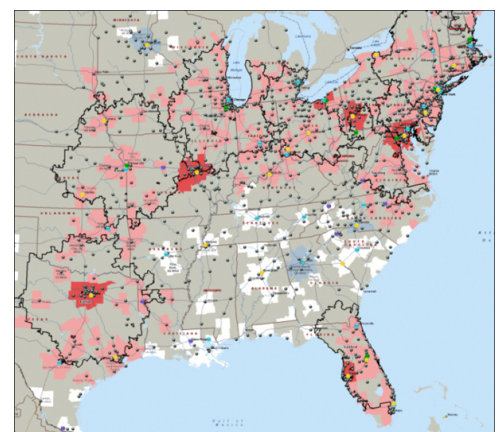
Results:

Client chose the potential partners to maximize their patient reach and entered into negotiations with its top choices.

DRG Data Sciences

Analytics for the life sciences

- Data Science (Integrity, Harmonization and Exploration)
- Decision Science
- Predictive Modeling
- Workflow Solutions



Areas of underserved patients (red shading), partner manufacturer sites (colored dots), and geographical reach of each manufacturing site (black outlines)

More information:

inquiries@dresourcesgroup.com | www.decisionresourcesgroup.com