Access Insights

Using Data (Big and Small) for Market Access Success

"90% of the world's data was created in the last 2 years," announced Petter Bae Brandtzaeg of SINTEF ICT in 2013.[1] And the pace of data generation has only increased since then. **Are you using data to fuel your brand's market access successes?**

Big data, big opportunities

The notion of "big data" is only beginning to come into its own as a business tool. According to data expert Bernard Marr, "2016 will also be the year when companies without solid big data strategies start to fall behind."[2] Technology journalist Alex Salkever concurs, "…in 2016 we'll rapidly move beyond crude data-dump…to more sophisticated efforts."

Nowhere does big data have more potential to be transformative than in healthcare. When used effectively, it can predict epidemics, cure disease, avoid preventable deaths, and even improve quality of life.[3] But too often, healthcare data remain isolated, unintegrated, and unusable, a problem only compounded by the heterogeneity of the data sources.[4] But as big data—and big data analysis—in healthcare become more sophisticated, opportunities for brands to use it for market access success multiply. For example, the IBM Watson psychosis-prediction algorithm[5] uses speech patterns to determine which high-risk patients will go on to develop psychosis, and which will not. This same idea may be repurposed for other conditions, then offered as a part of a formulary contract that focuses on identifying the appropriate subpopulation for a product. The

IBM Watson platform is also being used to analyze the wealth of health economics information focused in a specific therapeutic area to help shape payer strategy. Effective data analysis could also inform appropriate risk-sharing agreements between payers, providers, and pharma—enabling a true "pay for performance" model in which patients benefit from expert care and innovative therapies, physicians are incentivized to follow best practices, and manufacturers can prove the benefit of their treatments.
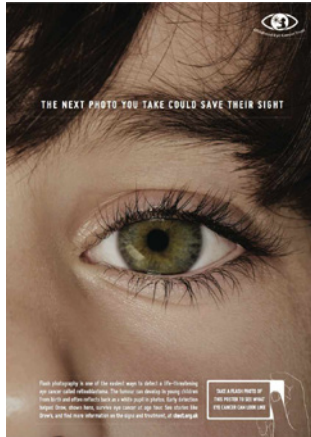
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And because healthcare has lagged somewhat behind other industries in its implementation of big data strategies,[6] a savvy manufacturer could take a "second-mover" advantage, learning from the successes of financial services and retail corporations while also garnering the respect that comes with being among the first to enter the space. As just one example, how may your brand emulate reimbursement support after the success L.L. Bean had by providing terabytes of customer data to customer service representatives?[7]

Small data can be big, too

But data do not have to be "big" to be useful in healthcare. A singular data point can provide the flash of insight that changes the future of your brand. For example, a campaign for the Childhood Eye Cancer Trust started with the data point that retinoblastoma can cause changes in the developing cells of children's retinas.[8] They used it effectively to educate parents that "the next photo [they take] could save their [child's] sight." That same insight could provide a highly interactive moment in a payer detail, where an account manager shows a medical director how easy and inexpensive detecting retinoblastoma is by taking a photo with the medical director's own smartphone. Are there simple, observable changes (singular data points) that could change how payers think about your brand?

Connecting the dots between individual data points in clinical practice could help maximize both individual care and brand success. Can extant electronic health record data be more effectively used to provide point-of-care clinical decision support…that helps drive business to your product because it's on that patient's formulary? Could a personal health management app for patients give them better control over their care while also tracking adherence and providing reminders and co-pay assistance at just the right moment?

Big data or small? You decide.

To learn more about how Entrée Health New York can help your brand use big and small data more effectively in the service of access & reimbursement, please **contact Andrew Gottfried at agottfried@entreehealth.com or 212-896-8026.**

References: 1. ScienceDaily. Big data, for better or worse: 90% of world's data generated over last two years. http://www.sciencedaily.com/releases/2013/05/130522085217.htm. Published May 22, 2013. Accessed January 28, 2016. **2.** KDnuggets. 22 big data and data science experts predictions for 2016. http://www.kdnuggets.com/2015/12/22-big-data-science-experts-predictions-2016.html. Published April 21, 2015. Accessed January 29, 2016. **3.** Marr B. How big data is changing healthcare. *Forbes*. http://www.forbes.com/sites/bernardmarr/2015/04/21/how-big-data-is-changing-healthcare/#2715e4857a0bed6527c32d91. Published April 21, 2015. Accessed January 28, 2016. **4.** Shah ND, Pathak J. Why health care may finally be ready for big data. *Harvard Business Review*. https://hbr.org/2014/12/why-health-care-may-finally-be-ready-for-big-data. Published December 3, 2014. Accessed January 28, 2016. **5.** Scutti S. IBM Watson, using speech analysis techniques, correctly identifies patients at-risk for psychosis. *Medical Daily*. http://www.medicaldaily.com/ibm-watson-using-speech-analysis-techniques-correctly-identifies-patients-risk-349794. Published August 26, 2015. Accessed January 28, 2016. **6.** Kutscher B. Big data's big puzzle: now what? *Modern Healthcare*. http://www.modernhealthcare.com/article/20151128/MAGAZINE/311289965. Published November 28, 2015. Accessed January 28, 2016. **7.** Heffernan V. Big moose is watching you: when it comes to smart use of customer data, L.L. Bean makes other retailers look like rubes. *Backchannel*. https://medium.com/backchannel/big-moose-is-watching-you-55e2ac76d787#.ny5swdo6z. Published October 31, 2014. Accessed January 28, 2016. **8.** The Drum. Childhood Eye Cancer Trust shows parents how flash photography can detect eye cancer with interactive poster campaign. http://www.thedrum.com/news/2014/12/08/childhood-eye-cancer-trust-shows-parents-how-flash-photography-can-detect-eye-cancer. Accessed January 28. 2016.