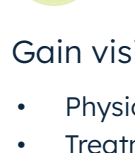


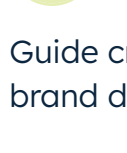
The power of clinical data for brand teams

Why physician-level & biomarker data are critical to informing brand decisions

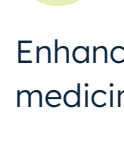


Gain visibility into

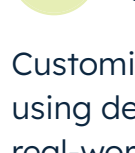
- Physician behaviors
- Treatment decisions
- Prescribing activities



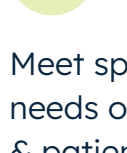
Guide critical brand decisions



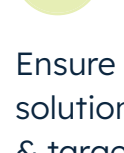
Enhance precision medicine approaches



Customize strategies using detailed, real-world insights



Meet specific needs of providers & patients



Ensure therapeutic solutions are effective & targeted

Common sources of oncology data

- Electronic health records (EHR)
- Pharmacy records
- Physician records
- Medical claims & billing records
- Patient diaries
- Disease registries
- Imaging & pathology tests

The differences between claims vs clinical data



Claims data

- Macro view of patient demographics & healthcare utilization
- Lacks granularity
- Typical time lag of several months
- Does not provide biomarker data
- Does not include staging, histology & duration



Clinical data

- Provider-level clinical data
- Updated daily
- Includes patient biomarker results
- Detailed insight from patient records including staging, histology & duration
- Lab results, pathology reports, radiology images

Commercial & brand challenges



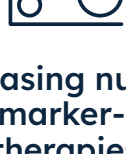
Hyper-competitive cancer space



Difficulty engaging prescribers



Increased need to understand prescriber behavior at physician level



Increasing number of biomarker-driven therapies



Market access demonstrate value to payers, access challenge

The increased need for biomarker data

Global personalized medicine market has doubled since 2015 (\$1.26 billion to \$2.77 billion)¹

Number of personalized medicines available in the US has grown from 36 in 2010 to 286 in 2020²

43% of FDA approved oncology drugs from 1998 to 2022 were classified as precision drugs which require genomic biomarker screening for patient selection³

Biomarker testing is recommended for more than half of the 62 cancer drugs introduced between 2018 & 2023⁴

Benefits of physician-level data for brand teams

Ontada's real-world data provides life sciences with insights at both launch & growth



Launch phase

- Assess physician barriers impacting product adoption
- Leverage historical data and market trends to create accurate forecasts
- Tailor messaging by analyzing physician utilization patterns
- Ensure accurate physician profiling by leveraging detailed clinical data
- Enable swift strategic adjustments with timely clinical data, avoiding lag in claims data sets
- Utilize biomarkers to identify potential patient segments who might benefit the most from the new therapy



Growth phase

- Implement systemic outreach and education to ensure eligible patients receive the right therapy
- Monitor duration of therapy and appropriate dosing to ensure consistent adherence and value
- Develop contracting strategy that balances competitive pricing with value-based care models
- Analyze competitive landscape by tracking entrants and evolving market share trends
- Use real-time data on biomarker prevalence and patient outcomes to make swift strategic adjustments

Ontada's role in transforming clinical data into actionable insights



Data-driven decision making

Ontada provides comprehensive, physician-level real-world data from its market-leading EHR, enabling commercial teams to make informed decisions in oncology



Evidence-based strategies

Access to curated datasets helps align product strategies with actual clinical outcomes, optimizing commercial effectiveness & integration with patient care



Evolving insights in near-real time

Biomarker results help you understand testing and treatment status to understand prescriber behavior as standard of care evolves



Improved patient outcomes

By connecting data science with clinical practice, Ontada's tools help providers optimize treatment protocols & educational programs, boosting patient outcomes and brand credibility in oncology

How can Ontada help you better leverage the power of physician-level data? Get in touch with an oncology data expert for an introductory call.

Learn more

References

¹ Voyage to Mainstream, PharmExec.com, August 2022. <https://www.pharmexec.com/view/voyage-to-mainstream>

² Ibid

³ Nearly Half of Oncology Drugs Approved Since 1998 Are Precision Therapies, American Association for Cancer Research, October 18, 2023 <https://www.aacr.org/about-the-aacr/newsroom/news-releases/nearly-half-of-oncology-drugs-approved-since-1998-are-precision-therapies/>

⁴ Not all states mandate biomarker testing coverage, Colorectal Cancer Alliance, December 17, 2023 <https://colorectalcaner.org/article/not-all-states-mandate-biomarker-testing-coverage>