

CASE STUDY FOR COMMERCIAL TEAMS

Real-Time Clinical Alerts Drive ~47% Net Lift in Therapy Enrollment

Timing is Everything: Engaging HCPs at or Near the Time of Treatment Decision Proves Key

The Customer's Challenge

A mid-sized biotech company sought to increase patient enrollments for a therapeutic that is used to treat a blood disorder. The company decided to pilot the use of a clinical-alerting solution to evaluate what, if any, impact it would have on HCP engagement and patient enrollment.

The Solution

In the third quarter of 2021, the company launched Komodo's Pulse, a SaaS solution. Pulse is powered by the Healthcare Map™, which captures the longitudinal patient journeys of 330 million individuals, with data refreshed daily via Mx and Rx feeds.

Testing the Solution

To assess the value of Pulse, HCPs who were identified via Pulse alerts were randomly divided into two cohorts: a test group and a control group. This enabled the customer to analyze the alerts' accuracy and their ability to drive engagement/enrollment.

The customer assessed the impact of alerts on non-personal promotion (NPP), which included banner ads and emails, on sales interactions, and on patient enrollments. The pilot ran for three months.

Pulse-Driven Results

Non-Personal Promotion:

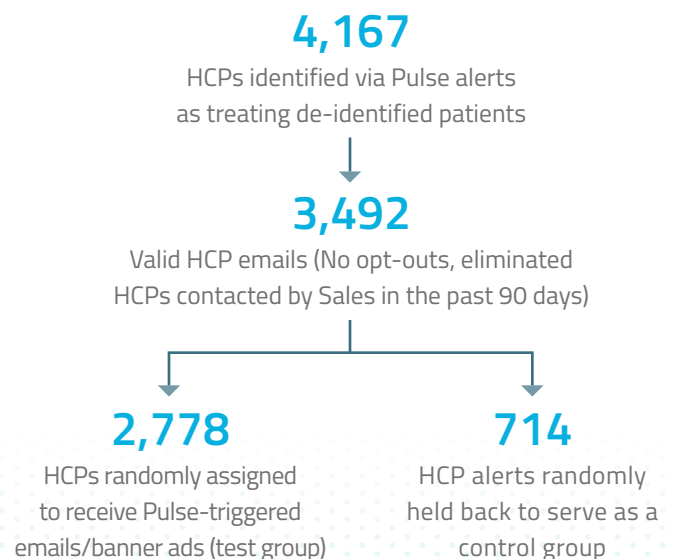
- HCP email click-thru rate (CTR) of 2.3% compared to .6% industry benchmark (**3.8x more click-thrus**)
- HCPs receiving Pulse-triggered emails **increased enrollment 14%** over control group
- **Banner ad CTR of .65%** vs. industry benchmark of .10%, which included ads triggered by Pulse alerts

Pulse-Triggered Sales Interactions:

- **Patient enrollment increased 2.2x**, attributed to engaging the HCP at the most opportune time

Bottom-Line Benefit:

- **-47% net lift in patient enrollment**



The Results

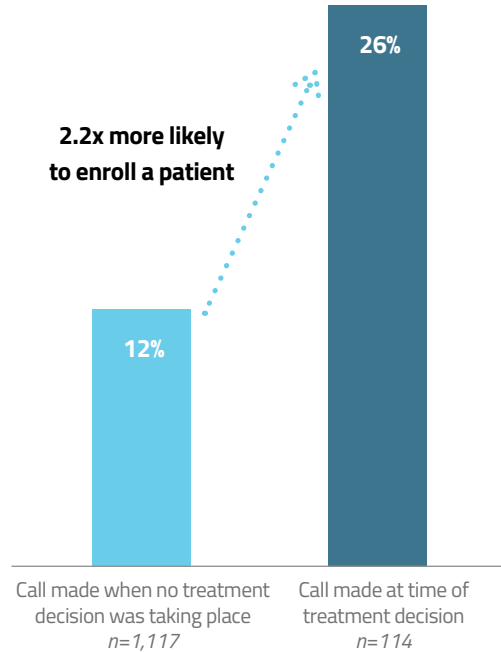
In assessing the impact Pulse alerts have on NPP, the customer discovered the test group's click-thru rate (CTR) on both banner ads and emails was significantly higher than industry benchmarks, at 2.3% vs. .6% for emails and .65% vs. .10% for ads. Ultimately, this led to a 14% increase in patient enrollments. Moreover, the impact of *not sending* emails when triggered by Pulse alerts was eye opening: patient enrollments by the control group declined 33% during the piloted timeframe.

Likewise, sales interactions that were triggered by Pulse alerts generated higher patient enrollments: 2.2x the volume produced when HCPs were contacted at non-specific times. Altogether, the customer credited Pulse with a ~47% net lift in enrollment, citing the alerts' ability to help them engage the right HCPs, at the right time, with the right message.

More About Pulse — Why and How It Works

The power of Pulse to generate high HCP engagement and improved therapy adoption is derived from two unique features of Komodo's Healthcare Map.

First, Pulse leverages payer-complete and provider-complete datasets to capture all clinical interactions within a care pathway. Mapping these interactions across HCPs, HCOs, and sites of care is the basis for the machine-learning algorithms that enable Pulse to detect patients with such a high degree of accuracy.



Secondly, the Healthcare Map is refreshed daily via Mx and Rx data feeds. This real-time data enables field representatives to reach HCPs during the most relevant time — when they are making a treatment decision. Leveraging predictive analytics, Pulse can even trigger an alert before the patient has been diagnosed, giving field representatives a head start to customize messaging. And with data integrated into CRM platforms, field reps have a streamlined user experience for managing alerts.

Learn more about our [Pulse solution](#) and how it can empower your Commercial teams, and let us know if you'd like to connect!

