komodo™

Transitioning from a Stagnant Dataset to Komodo's "Living" Healthcare Map Proves Key to Commercial Success

Full-year financial guidance outperforms original projections

Iris-Driven Results

- Increased the number of targeted healthcare practitioners (HCPs) ~3x, **from 539 to 1,414**

- Mapped referral patterns to optimize field alignment, messaging, and engagement timing

- Increased full-year financial guidance by **44%-60%** (based on first six months' performance)

The Customer's Challenge

A mid-size pharmaceutical company was nine months away from launching the industry's first therapeutic for a rare condition. After purchasing a dataset and engaging a consultant, the team discovered it was not able to obtain the insights needed to maximize commercial success.

The Solution

The company subsequently engaged Komodo's Customer Success team and used Iris, a SaaS solution that informs all aspects of commercial strategy. Iris is powered by Komodo's Healthcare Map™, which charts the journeys of 330 million unique patients across 4 million healthcare practitioners, 700,000 care settings, and 10,000 health plans.

Revamping the Launch Strategy

Komodo scrutinized the original dataset and discovered numerous flaws: It was outdated, didn't encompass the full patient journey, and couldn't reveal referral patterns. The consultant's strategies were hindered by these limitations and were too narrow to deliver a comprehensive, accurate market view. Komodo recommended a broader approach that would capture all clinical interactions in the care journey, expanding the number of HCPs for engagement.

Original Launch Plan	VS	Komodo-Optimized Plan
Identify HCPs for engagement via a narrowly targeted approach: • Use lab data to identify HCPs within a single specialty area who have prescribed the existing standard-of-care therapy		**Identify and characterize the entire care team to increase and customize engagements:** • Expand data sources from lab-only to include clinical encounters via open and closed claims data, identifying five additional specialties • Segment specialists and assess patient volume
Rely on word-of-mouth intelligence to understand referral patterns among HCPs		**Use de-identified third-party tokenization to reveal referral patterns across HCPs and HCOs:** • Extend the standard historical time frame for assessing referrals from three to 18 months to account for infrequency of patient visits • Surface all potential HCPs, including those involved in the "early" referral process • Use a multi-signal approach to accurately identify KOLs for education/engagement

The Results

Viewing the entire patient journey enabled the customer to expand the number of care specialties, which nearly tripled the number of HCPs identified, from 539 to 1,414.

The customer then used Iris' multifaceted algorithm to assess clinical volume, referral patterns, and scientific engagement to identify and prioritize HCP engagement. This sophisticated approach surfaced target KOLs and provided field representatives' insights for more effective, customized interactions. With Komodo's Healthcare Map updated in real-time (*20 million clinical and Rx encounters added daily, with specialty pharma data updated weekly*), the team continues to leverage monthly refreshes to identify new opportunities and HCPs.

Ultimately, the optimized launch strategy contributed to the therapy exceeding original performance projections: The customer increased its full-year financial guidance by 44% to 60% based on the therapy's first six months' performance.

More About Iris — and Why It Excites Commercial Teams

Historically, Commercial teams had no other option than to stitch together insights from multiple data sources and develop assumptions to build their strategies on. With Iris, piecemeal constructs and broad calculations are no longer needed. Customers can now obtain a comprehensive, granular, real-time market view in a single software solution.

Iris is purpose-built and offers an intuitive user interface to enable Commercial teams to extract the insights needed for brand planning, HCP/HCO targeting, customized messaging, and continuous measuring of therapy adoption and market share (*including line-of-therapy performance*). Customers can visualize and understand the market landscape in real-time and over time using Iris' bar graphs, pie charts, trend lines, and a U.S. heat map that reflects disease incidence. Field teams can access these insights directly in their CRM to make call planning and territory management more effective and efficient.

Learn more about our Iris solution and how it can empower your Commercial teams — and let us know if you'd like to connect!