How the pharma industry can benefit from predictive analytics

Helping pharmaceutical companies improve sales processes and unlock hidden insights about their products
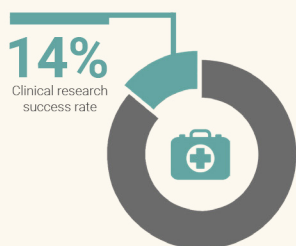
Analance

PROJECT	PROBLEM	ANALANCE SOLUTION

OPTIMIZE DRUG DEVELOPMENT

14%
Clinical research success rate

$2.6 BILLION
Average cost of reaching a marketing approval for every drug candidate

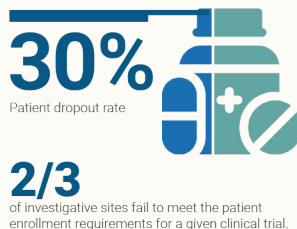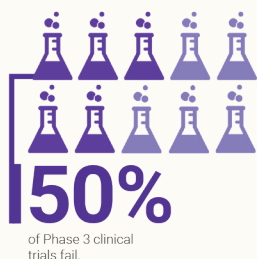Incorporating advanced analytics in R&D could impact companies' earnings by **12 - 25%**.

Unify data from domain specific silos for product R&D and use machine learning algorithms to make performance predictions. Using classification techniques, mitigate risk and predict drug adoption success and drug effectiveness. Using clustering methods, predict market demand for different medicines to help inform development and distribution decisions.
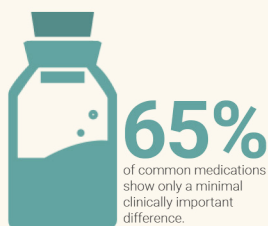
PREDICT SITE HEALTH FOR CLINICAL TRIALS

50%
of Phase 3 clinical trials fail.

30%
Patient dropout rate

2/3
of investigative sites fail to meet the patient enrollment requirements for a given clinical trial.

Identify optimal sites for clinical trials through predictive modelling. Using historical data such as the number of treated patients, country location, and protocol complexity, conduct an Adverse Events Analysis to evaluate potential sites beforehand to better predict site health and prevent clinical trial failures.

PREDICT DRUG EFFECTIVENESS

65%
of common medications show only a minimal clinically important difference.

New prescription drugs have a **1 in 5** chance of causing serious reactions after they have been approved.

90%
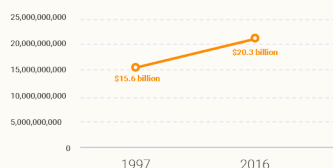of drug candidates fail to get an approval to market their product.

Identify the effectiveness of a prescribed treatment using machine learning to ensure a patient receives optimal treatment. Using survivability analysis, determine the timeframe in which the treatment might become ineffective. These insights can be used to inform drug development and make crucial decisions in drug composition and production.

IMPROVE SALES OPERATIONS AND PERFORMANCE

Total spending on marketing to physicians in $$

25,000,000,000
20,000,000,000
15,000,000,000
10,000,000,000
5,000,000,000
0

$15.6 billion — 1997
$20.3 billion — 2016

36%
of prescribers are interested in purchasing personalized products or services.

48%
are willing to wait longer in order to receive them.

44%
of executives believe that their company isn't efficient in successfully managing their sales pipeline.

Streamline sales operations and improve performance significantly. Using cluster analysis, group medical practitioners based on relevant dimensions, such as their likelihood to prescribe a brand of medicine. With these defined segments, gain a better profile of doctors in order to personalize sales efforts and effectively upsell and cross sell products.

For more information, call us at 1-844-Ducen IT or visit www.analance.com

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✅ Advanced visualization library for dashboarding and reporting

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