

ANONYMOUS PATIENT LEVEL DATA PORTAL (APLD)



ITS Analytics Inc
Business Insights Technology

“Anonymous Patient Level (APLD) “is a proven and tested solution for pharmaceutical organizations and health care companies that grapple with effective processing of wide range of patients medical data to track the drug effectiveness and treatment procedures.

Product Overview

“Anonymous Patient Level Data Portal’ (APLD) Application is a web-based seamless data integration and analytics tool to capture patient’s disease, diagnosis and treatment centric information across clinical, market research, drug safety departments in any pharmaceutical company. This tool will maximize pharmaceutical company’s **promotional effectiveness** through understanding of current and historical trends in patient care.

Modules:

- ✚ Source of Business & Patient Tracking Analysis
- ✚ Drug Utilization Monitor
- ✚ Concomitant Detail Source of Business
- ✚ Length of Therapy Analysis
- ✚ Cohort Persistency
- ✚ Compliance Rates
- ✚ Post Discontinuation Analysis

features

- ✚ Help in patient treatment and medication consumption behavior
- ✚ Empower brand teams in **promotional effectiveness** decisions.
- ✚ Helps in marketing campaigns, optimizing resource allocation
- ✚ Proactively identify marketing opportunities.
- ✚ Provides current and historical patient trends for products in a market
- ✚ Helps in effectively plan brand **promotional strategy and messaging**.
- ✚ Identity the brand’s competitive strengths and weakness.
- ✚ Identity the drivers of prescription and medication consumption behaviors

Benefits

About Us

ITSA is a technology, analytical and performance management company serving pharmaceutical and biotech industry for with a significant focus on compliance and strategic “read the business” tools such as scorecards, technology portals and custom analytics

Services

- Products and Tools
- Market Research Analytics
- Clinical Data Management
- General IT / Infrastructure



Technical Features:

- 🏢 Centralized data mart with comprehensive automated data consolidation & processing engine
- 🏢 Analytical Tool with distinct reporting layer for auto report generation
- 🏢 Self-Service' access platform for reports 'On-Demand'
- 🏢 Scalable to accept new data feeds, brands, reports, users
- 🏢 Security levels can be configured at brand level as well as at the user permissions level
- 🏢 High knowledge-based repository for additional data mining

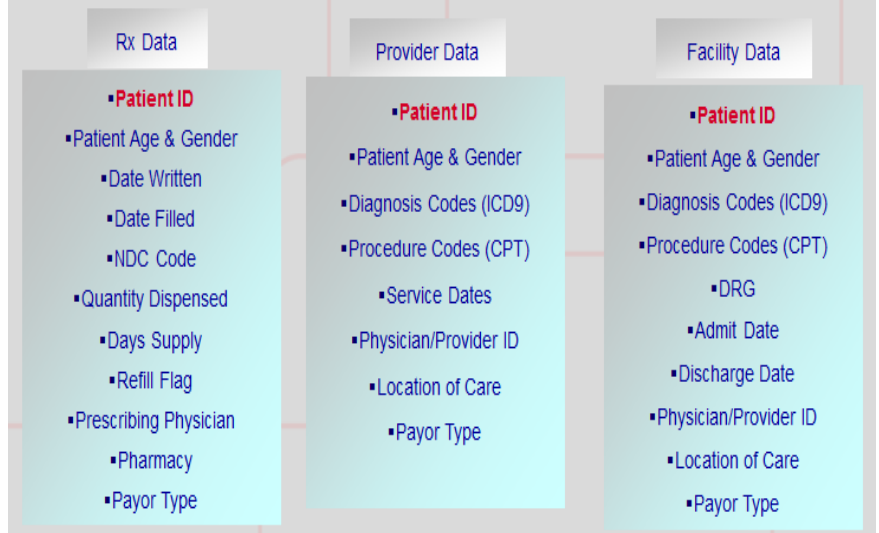
"Key data is adequately collected and analyzed, which results in good marketing opportunities and increased market share"

Contact Us

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Unlike prescription databases, APLD data is collected with a longitudinal focus by assigning de-identified patients a unique ID.



Patient Events

New Therapy (Naïve) –

The Patient starts taking a new drug after the physician visit



Continuing –

The patient takes same drug he/she has been taking before (after the physician visit)



Switch –

The patient takes one drug and switches to a different drug after the physician visit



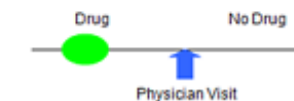
Add-on –

Patient adds a new drug to his/her regimen after physician visit



Drop –

The patient stops taking drug after physician visit



Reports Offered

- 🏢 National and State level Performance by channel
- 🏢 New patient gain and loss by region and district
- 🏢 Largest share of new patients in a specialty group
- 🏢 Most common diagnosis for patients by therapeutic class
- 🏢 65+ year patient count by dual therapy report.