



Webinar: Statistical Engagement with Commercial Activities

Camilo Zapata (Alkermes), Helena Baptista (Lilly), Lucy Frith (GSK)

Tuesday 12th March 2019: Time 1-2:30pm UK time

Camilo Zapata, Alkermes

Business analytics is the “discipline” in charge of identifying and leveraging meaningful patterns in data to drive or inform business decisions. It is multidisciplinary in nature as it operates at the intersection between mathematics/statistics, computer science and management. In this talk we will discuss how these three areas converge to deliver impactful results and share some relevant examples. We will also talk about what characteristics an organization requires in order to leverage this discipline as in the business world the ability to impact decisions is not only determined by the quality of the analyses, but also the robustness of the processes, the skills of the decision makers and the approachability of the results.

Helena Baptista, Lilly

We have been measuring the efficacy and safety of our medicines for a long time. What are we doing to measure the efficacy of our promotional strategies? Developing great medicines is key, but if we fail to let the scientific community know when and why they should use our products, patients that would benefit the most will hardly get access to them. We need to provide directions to the marketing teams on how, when and how often to reach the interested health care providers. On top, in Europe, we need to do that with limited access to data. We will discuss what we can do and where do we have the biggest challenges.

Lucy Frith, GSK

Working with a commercial organisation provides a varied array of tasks that often need complex analyses explained in a very concise but transparent way. This can lead to re-use of study data to present the results in a manner that meets the specific needs of different external groups such as health care professional (HCPs). Two such examples will be presented here. Firstly, overlaying the costs of treatments and patient care onto patient outcomes to support discussions with payer groups. Secondly, using Markov Chain modelling to utilise long-term data and provide Health care professionals a presentation of the data that aligns to the probability of a patient changing health status in a given period of time. To give further context to how these presentations of data could be used, such work is reviewed using data collected in a traditional efficacy study and in a pragmatic effectiveness situation.