

Reduce Pre-Commercialization Research from Weeks to Minutes

Accelerating insights with greater accuracy to drive Ulcerative Colitis (UC) commercialization

> Background

Roivant, the global healthcare company, applies data and technology to their molecule development and commercialization, including identifying Key Opinion Leaders (KOLs) and top prescribers. To support these activities, Roivant dedicated over two years and a team of data scientists to developing a data model that could accurately and rapidly deliver commercialization insights. The model utilized healthcare data from multiple vendors; this data had to be sourced and then undergo data preparation tasks like ELT, unification, de-identification, tokenization, and conformation – a complex, costly, and time-consuming process. In addition to data integration complexities, the claims data, while vast, lacked necessary details like physician affiliation. These complexities caused the model to produce results that were difficult to support, leading to new questions and delaying the identification of actionable insights. To commercialize a key Ulcerative Colitis (UC) therapy, Roivant needed a faster, more accurate, and cost-effective solution.

> Findings

For the insights needed, Roivant turned to Kythera Labs' built-for-purpose data and technology solutions to accelerate their commercialization initiatives without sacrificing accuracy. Utilizing the Chronic Conditions Asset, Roivant fast-tracked commercialization assessments - streamlining data sourcing and integration and eliminating the hidden biases often found in claims data. Critical to their analyses, the Chronic Conditions Asset delivered focused, longitudinal data views with precise details and a lower extrapolation amount, which is especially important when analyzing conditions and diagnoses not captured through a single ICD-10 code.

Instead of writing hundreds of queries for their analyses, Roivant used Chronic Conditions to break down their "question silos" and systematically assemble the answers and insights critical to successful therapy commercialization.

- Who are the KOLs for UC?
- How do we find physicians who manage patients with a specific class of drugs?
- Who are the prescribers for patients that align with our Target Product Profile (TPP)?
- What is the population with the UC diagnosis?
- Where are these patients receiving care?
- Who are the patients with specific comorbidities, like obesity or CHF?
- Who are the patients with specific comorbidities who cannot use the drug under consideration?

The Chronic Conditions Asset provided Roivant with a full, longitudinal view of their target patient population. With a simple selection of the disease, Roivant had instant access to KOLs, top prescribers, and patient-level data showing the progression of the diagnosis, drugs and therapies prescribed over time, referral sources and their practice, and health system information.

> Outcome

Using the Chronic Conditions Asset instead of raw claims data and a custom-built data model to answer commercialization questions for a UC therapy, Roivant found more reliable insights. At the same time, they reduced departmental overhead by using less data storage, cutting compute costs, and speeding up their analysis from months to hours. The insights uncovered by Roivant helped them to understand the commercial potential of a new UC therapy accurately and contributed to the profitable sale of the therapy, approximately \$7 Billion.



Partnering with Kythera Labs has changed how we interact with and utilize healthcare data. The intuitively organized, high-quality data of Kythera's Chronic Conditions Asset empowers our pre-commercial and commercial teams to quickly find the information they need and feel confident in the insights reached."

— **Brett Venker**
Head of RWE, Roivant Sciences



About Kythera Labs Kythera Labs is a data and technology company that enables Healthcare and Life Sciences organizations to rapidly integrate, access, and analyze healthcare data with scale and speed using the Wayfinder data science platform and pre-configured data pipelines, data science toolkits, and remastered data sets for competitive advantages across markets. Learn more at www.kytheralabs.com or follow Kythera Labs on [LinkedIn](#).