



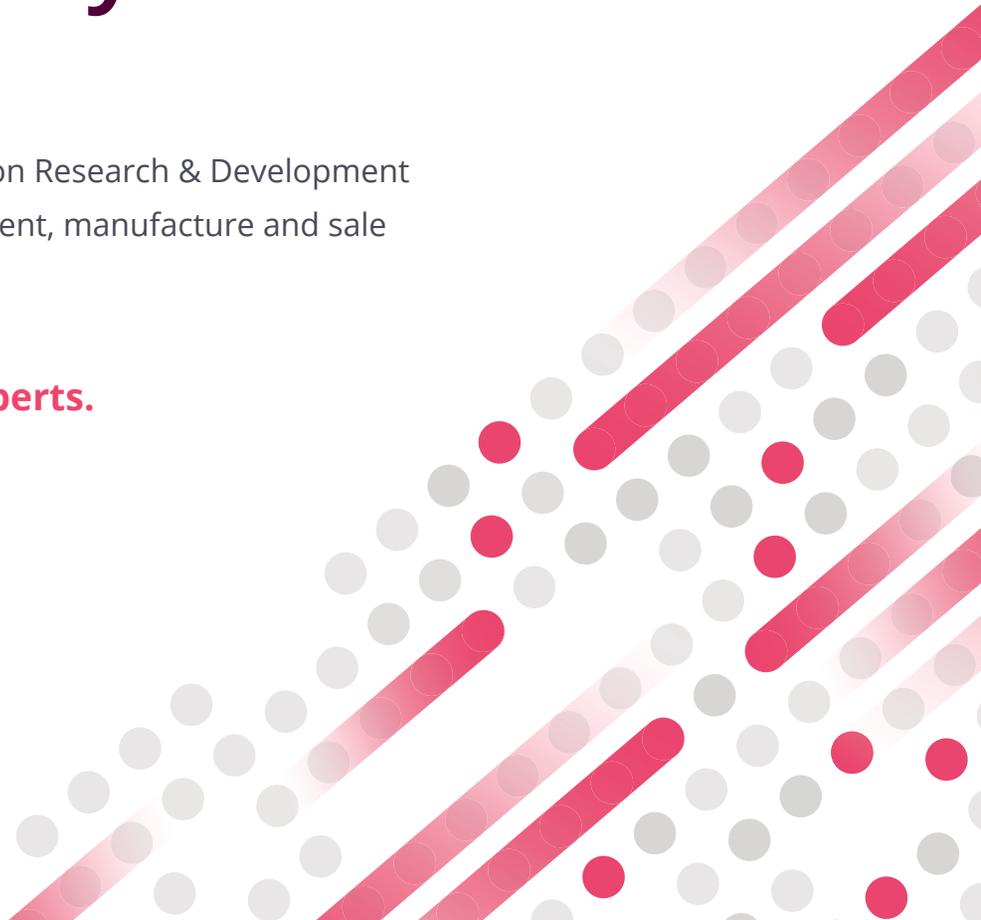
# Case Study – Informatics

## Make smart decisions for your R&D Projects: How Pharma Intelligence APIs provide trusted data delivered on your terms

### Customer Profile

- Pharmaceutical company working on Research & Development
- Engaged in the research, development, manufacture and sale of pharmaceuticals

**Built by experts. Made for experts.  
Delivered your way.**



## Challenge

A Pharmaceutical Data Science Director has been tasked with developing a big data analytics solution that will bring together multiple integrated datasets and enable the organisation's R&D function to derive novel insights, competitive benchmarking and trend analysis to support the development of a new drugs within the company portfolio.

The R&D group want to analyse the competitive clinical trial landscape and competing drugs in development across key therapeutic areas in the US, Japan and 5 EU's. They must also evaluate clinical trial feasibility by reviewing investigator information to assess target locations, identify qualified investigators, and prioritize candidates.

They currently use the Pharma Intelligence products Pharmaprojects, Trialtrove, Sitetrove, Biomedtracker and Datamonitor Healthcare to conduct their research. Pharmaprojects provides information about drug development pipelines, Trialtrove assists in the clinical trial research, Sitetrove helps target qualified investigators, Biomedtracker delivers likelihood of approval metrics based on historical and future market events and Datamonitor Healthcare helps size the market and understand future potential.

The current approach of manually pulling data from each of these sources and integrating it into a standard view is extremely time consuming. If there is a market change, or an update required, they must pull the information again resulting in further effort to keep the data up-to-date and relevant.

The Data Science Director has also proposed they incorporate information from their own operational databases, data from the public domain, as well as real-world evidence from third party sources to be integrated alongside Pharma Intelligence datasources to create a more comprehensive market view for analysis.

They want these data sources to be integrated automatically and programmatically to provide trusted data, quickly and efficiently in the format they need, to save their teams and the wider business functions time in sourcing data, deriving insights and presenting results to support business decision making.

This project is a major focus for the company given that the ability to rapidly discover relevant clinical trial research and identify investigators, would yield great insight, shorten development times and save money.

## Solution

The Data Science Director turned to Pharma Intelligence's Informatics Solutions to streamline the process of data acquisition and integration. Our Clinical and Drug APIs from Trialtrove, Sitetrove and Pharmaprojects, as well as our Events API from Biomedtracker provide the tools to automate processes of getting large volumes of data from the required Pharma Intelligence sources. These APIs deliver NPI numbers to connect investigator data with internal performance data and allow you to embed quality Pharma Intelligence datasets directly into your organization's workflows.

Standardisation and common identifiers across our datasets enabled rapid integration and connection of the Pharma Intelligence datasets, whilst the use of public ontologies and vocabularies created common keys that could be used to map our datasets with the other sources of information being brought into the solution.

Utilizing this innovative approach allowed him to accelerate the process of acquiring the relevant information he needed to move forward.

By bringing these datasets together the R&D function identified potential opportunities in new disease areas that required further, more detailed analysis. This led to an engagement with our Custom Analytics and involved creation of a bespoke dashboard of our automatically updated content that utilized new and enriched data points created specifically to answer the customer's business question. The solution was delivered as an interactive analytical tool that could be used in real-time to query and analyse the data and instantly generate and automatically export custom reports in real time to share with their team.



To learn more about Pharma intelligence and the advantages we can deliver to your company, please visit: [pharmaintelligence.informa.com](https://pharmaintelligence.informa.com) or email: [Pharma@informa.com](mailto:Pharma@informa.com)

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