



Case Study

Medical device company gained patient profiles for their medical device launch.



Client

A medical device start-up expected high revenues for their first product launch. They wanted to have patient profiles available for the launch of their device for patients with diabetes.

Challenge

The company did not know how many profiles they needed, nor how to articulate the key elements of a patient profile, that will be true to patients in real-life being seen by endocrinologists, general practitioners, and nurses at centers managing patients with diabetes.

Approach and Methodology

Launch Excellence Partners:

Conducted Pubmed literature search and found the following publication to start the development of evidence-based patient profiles.

- Large, US-based outpatient registries
- Large real-world evidence studies
- Nationwide claims databases
- US claims database of patient and treatment data
- Surveys of physicians' beliefs and practices
- Claims data from millions privately insured and Medicare Advantage patients
- U.S. Centricity Electronic Medical Records
- Electronic health record system at major top 3 clinics in US
- General Electric Healthcare's Clinical Data Services electronic medical record database

Current clinical practice recommendations of the American Diabetes Association guidelines

- Pharmacologic Approaches to Glycemic Treatment to outline the components of diabetes care, general treatment goals and guidelines, and tools to evaluate quality of care.
- Diabetes technology based on a patient's needs, desires, skill level, and availability of devices.

National Agency Reports

- Centers for Disease Control and Prevention (CDC): National Diabetes Statistics Report

Market Research to validate the patient profiles

- Comprehensive in-depth one-on-one market research were conducted with endocrinologists, general practitioners, and nurses at diabetes care clinics to validate the patient profiles.
- Research showed the patient profiles were a true reflection of real patients seen by these medical professionals daily.

Results and Impact

Client was able to launch with real world representative patient profiles.