

Use Case

Citeline Real-World Data Early Clinical Development Planning & Strategy

Learn how Citeline's Real-World Data (RWD) can inform your clinical development strategy and differentiate your target product profile



Situation

A client was challenged with understanding the existing market in the pancreatic ductal adenocarcinoma (PDAC) space. The company has a novel platform and wanted to understand an early target product profile:



Is the unmet need high enough?



What are the baseline metrics for market positioning?



How are patients being treated today and will that change in the near future?



Solution

To answer these key questions, we employed a comprehensive and multifaceted patient journey mapping project, leveraging cutting-edge techniques in:



Real-world data analysis

Using Citeline's RWD asset to obtain a representative picture of how patients navigate through their healthcare journey, treatment patterns, disease progression, healthcare utilization, and patient outcomes in real-world settings

Trial and market intelligence

Integrating data from Citeline's proprietary databases, Trialtrove and Sitetrove, to enrich the patient journey analysis with context from ongoing clinical trials, competitor landscape, and market dynamics



Primary research

Engaging directly with patients, healthcare providers, and other stakeholders utilizing qualitative and quantitative methods to provide a more profound understanding of patients' emotional and practical challenges, treatment preferences, and decision-making processes

Value

In the end, our structured patient journey mapping approach produced actionable insights for the client's clinical development strategy, including but not limited to:



Overview of real-world PDAC patient population, journey, outcomes, and opportunities



Understanding of the PDAC market, product positioning, and clinical endpoints



Awareness of new and anticipated development milestones to inform decision-making



The Citeline Difference



Tap into unique combination of powerful, granular data sources to generate nuanced insights



Work with a dedicated team of experts with hundreds of years of combined clinical and commercial expertise, delivering insights how you need them



Utilize support throughout the R&D lifecycle - from initial strategy/commercial analysis to clinical development and disclosure



Learn how Citeline's RWD can inform your clinical development strategy and differentiate your target product profile

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