



# Trinity EvidenceFirst™

Navigating through the complexities of RWE analysis

Life sciences companies strive to make real-world evidence (RWE) a routine part of their decision-making process, but face challenges optimizing their use of real-world data (RWD).

Trinity's EvidenceFirst offerings deliver meaningful RWE solutions by providing an experienced partner to work alongside life sciences leaders, so they can:

- » Drive high-impact RWE based on analytics and methodologies that manage the intricacies of brand and market context
- » Enjoy the flexibility to draw on the appropriate data assets for each question's specific needs
- » Make evidence-based decisions across an asset's lifecycle

Trinity's RWE solutions are informed by EvidenceFirst's technology platform and leverage a team of experts in applying RWE to business questions across therapeutic areas.

## EvidenceFirst powers and integrates with Trinity's full portfolio of solutions and services across the range of commercialization business needs.



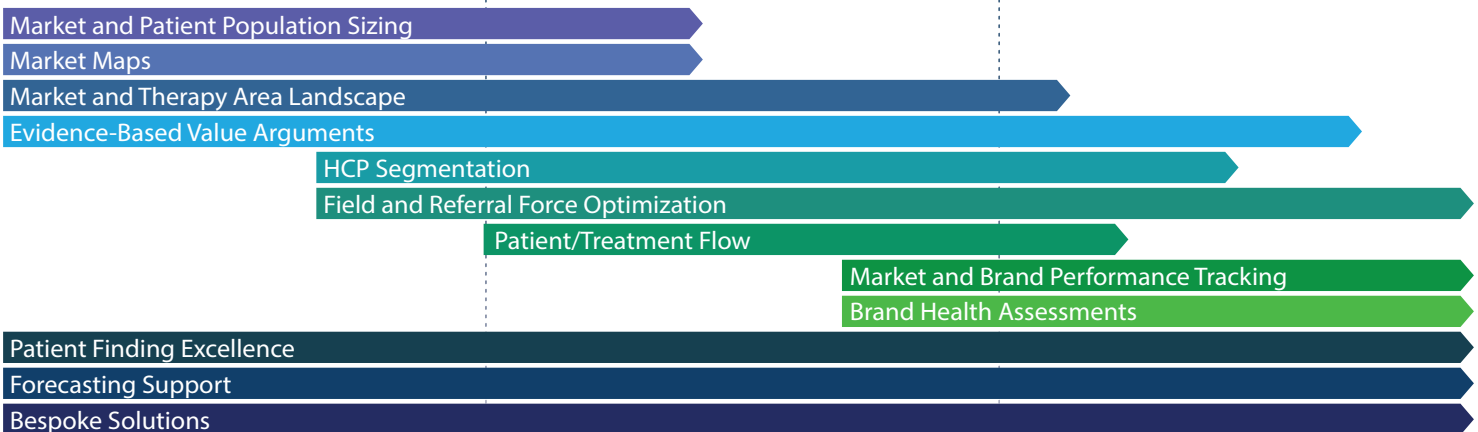
### PRE-LAUNCH



### PERI-LAUNCH



### ON-MARKET SUPPORT



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# Trinity EvidenceFirst™



Leveraging the  
**MOST APPROPRIATE  
DATA**

For the context of each  
**QUESTION, THERAPY AREA,  
AND BRAND**



Considering  
**THE CLIENT'S EXISTING  
DATA RESOURCES**

And integrating  
**OUR UNIQUE NETWORK  
OF DIRECT DATA ACCESS**



- » EvidenceFirst integrates tech-driven capabilities, proven methodologies and 25+ years of industry expertise to reduce time to insight and deliver the depth and breadth of analytics necessary to support nuanced studies.
- » Trinity's dedicated RWE team has extensive experience with >15 leading industry and government datasets, informing the selection of the best tools and approach for each business question.
- » Each EvidenceFirst offering can be augmented with bespoke and advanced analytics (AI/ML) aligned to a client's unique business goals and data needs.



# Market and Therapy Area Landscape Assessment

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New Product Planning leaders often need to make quick business development decisions—inputs into those decisions, like sizing patient populations and defining the disease and market landscape, need to be available in weeks to be useful.

Early commercial assessments often need to balance available resource with optimal analysis level, as teams may not own relevant data or have the budget for a custom analytical project.

With EvidenceFirst, life sciences companies can back commercial decision-making with real-world data (RWD) under circumstances and timeframes that weren't previously realistic.



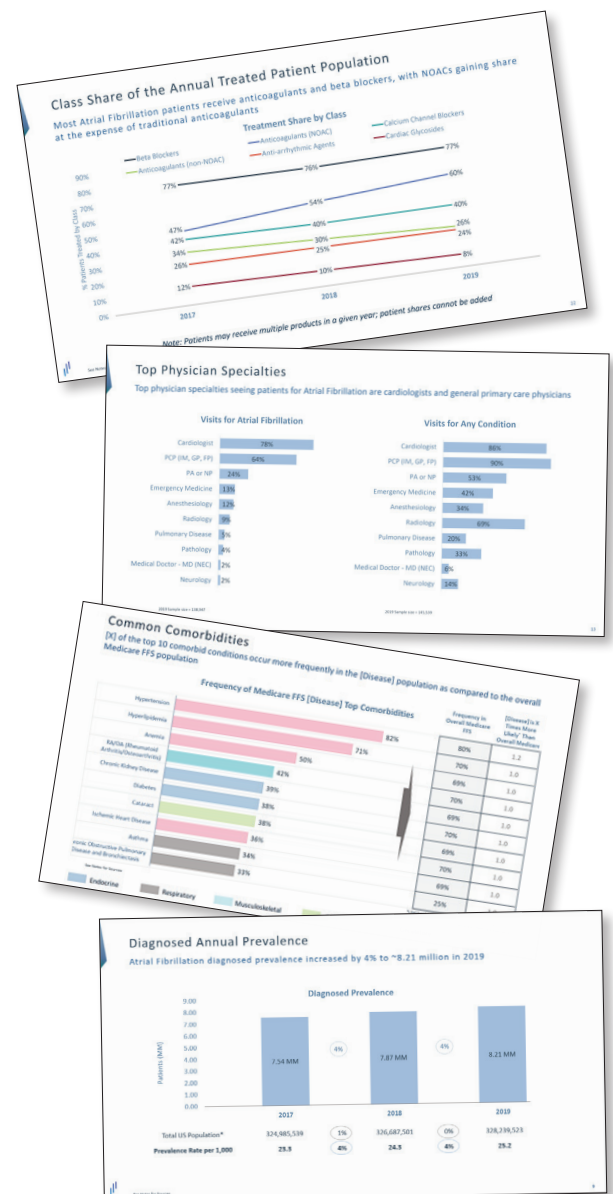
Data-driven insights across a range of key business needs are delivered within **2 weeks**.



EvidenceFirst's flexibility allows the use of the **most appropriate data assets** for the specific needs of each client, including Trinity's unique network of direct data access.

Trinity EvidenceFirst generates actionable real-world insights to assess market and therapy area landscapes, allowing clients to:

- » Inform market opportunity/prioritization assessments
- » Drive forecast assumptions
- » Profile patient demographics and common comorbidities
- » Characterize treatment and treater landscapes
- » Understand disease burden and cost of care



# Market and Therapy Area Landscape Assessment

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## Sample Insights Available in 2 Weeks Include

### MARKET SIZING

- » Claims diagnosed prevalence
- » Year-over-year growth rate
- » Incidence rate
- » Key patient demographics

### TREATMENT LANDSCAPE

- » Overall treatment rate
- » Treatment rate - class | product
- » Mono vs. combo treatment
- » Treatment consumption metrics\*

### ENGAGED SPECIALISTS

- » Engaged specialties
- » Treating specialties
- » Setting of care utilization
- » Top facilities

### DISEASE BURDEN

- » Common comorbidities
- » Top clinical outcomes
- » Total cost of care per patient
- » Distribution in cost of care
- » Average cost by care setting

\* Average scripts per patient, days on therapy (DOT), and daily average consumption (DACon)

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# Evidence-Based Value Arguments

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For HEOR leaders focusing on evidence planning, evidence generation and scientific dissemination, RWE provides a solid foundation that allows them to address their key research questions around the patient, burden of illness and therapy/treatment landscape. The core challenge is two-fold:

- » **Pre-launch** — demonstrate and measure unmet needs in the current marketplace to pave the way for the upcoming launch
- » **Peri-launch/On-Market Support** — articulate the measurable value of your asset and differentiate it to ensure a successful market access and reimbursement strategy

**With EvidenceFirst, HEOR teams can generate robust publication-quality RWE to uncover unmet needs in the market, inform the launch strategy, drive Payer Communications and Medical Education and identify specific evidence to provide model inputs for Cost of Care models, Cost Effectiveness Analysis (CEAs) and Budget Impact Models (BIMs).**

- » EvidenceFirst's flexibility drives accuracy and confidence in identifying the right patients by using the most appropriate data assets and analytics for the specific needs of each question, including Trinity's unique network of direct data access.
- » Trinity's integrated approach allows clients to tap into dedicated, experienced HEOR and RWE teams for support across the product lifecycle.

**EvidenceFirst provides thoughtfully designed, customized RWE that allows clients to provide insights on key HEOR topics:**

- » Epidemiology
- » Patient identification and characterization
- » Therapy use, LOT, switch behavior and discontinuation
- » Outcomes, SEs and AEs
- » Health Care Resource Utilization (HCRU) and Cost of Care
- » Unmet needs

**EvidenceFirst offers important, publication-quality insights to help:**

- » Demonstrate product differentiation
- » Conduct appropriate statistical testing and comparator analyses — including matched cohort/baseline/reference
- » Identify compelling economic evidence to support payer engagement
- » Develop compelling clinical and humanistic evidence to support medical education





# Evidence-Based Value Arguments

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## Insights Include

### PATIENT & PROVIDER DETAILS

- » Epidemiology and demographics of physicians and patients
- » Setting of care
- » Patient cohorts of interest by disease state, LOT, etc.

### CURRENT TREATMENT & TIMELINE

- » Test rates by physician and patient types
- » Time from diagnosis to treatment initiation
- » Unmet need (co-morbidities, diagnosis delay, etc.)
- » Treatments utilized (LOT) and source of business
- » Drivers of treatment utilization

### TREATMENT EXPERIENCE

- » Duration and adherence to treatment by therapy type
- » Switching quantification
- » Patient experience
- » Drivers of treatment adherence

### COST OF CARE

- » Healthcare cost, resource utilization and holistic cost of care
- » Cost distribution by setting of care and patient types
- » Drivers of cost

### Trinity's Evidence Strategy Focus

In today's competitive markets, the challenge is not only to articulate and quantify the value of a product—but also to differentiate it from competitors and the existing standard of care, to support a strategic price point and to ensure a successful medical communication, market access and reimbursement strategy.

Trinity's Evidence Strategy team helps clients build and **develop** a compelling value story, **demonstrate** must-have evidence and drive scientific **dissemination**:

- » Critical Evidence Review & Gap Assessment
- » Evidence Generation Plan & RWE Roadmap
- » Medical Chart Audits, BoI & Patient Journey, HCP & Patient Choice / Preference
- » Systematic Literature Reviews
- » Predictive Analytics & HECON Modeling
- » KOL Mapping and Engagement
- » Publications Planning & Scientific Dissemination (Posters/Manuscripts)
- » PIE Deck / AMCP Dossier / GVDs / Objection Handler
- » And much more...

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# Trinity EvidenceFirst™ Patient/Treatment Flow

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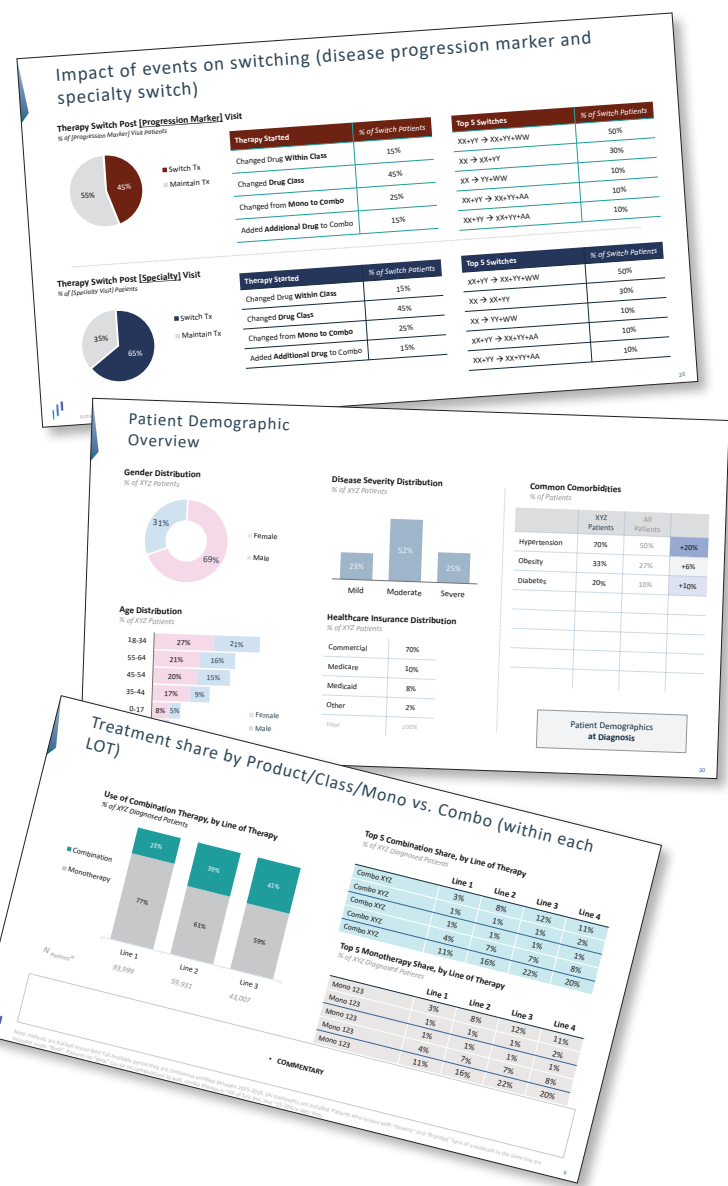
As Patient Centricity continues to rise in importance, pre-launch teams focusing on the Patient Journey can tap into the reach and objectivity of RWE-driven patient flows to support brand and launch planning.

**With EvidenceFirst, life sciences companies can follow patients over time to quantify the diagnostic and treatment journey.**

- » EvidenceFirst's flexibility allows the use of the most appropriate data assets for the specific needs of each client, including Trinity's unique network of direct data access.
- » A proprietary analytics infrastructure allows clients to define custom patient cohorts, compare patient flows among subpopulations and understand multiple years of progression to understand gaps in care and better meet patient needs.

**EvidenceFirst identifies leverage points to optimize care, allowing clients to:**

- » Determine opportunities within the market
- » Identify key levers, drivers and barriers in the market
- » Assess and prioritize stakeholders
- » Characterize the treatment and treater landscape



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# Patient/Treatment Flow

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## Insights Include

### TREATMENT JOURNEY

- » Treatment initiation timeline
- » Mono vs Combination use
- » Line of therapy progression
- » Switching and triggers for switch

### HCP INTERACTION

- » Specialty diagnosis and treatment
- » Specialty initiation
- » Referral flow
- » Specialty impact on treatment choice

### DIAGNOSTIC FLOW

- » Events pre diagnosis
- » Tests conducted pre diagnosis\*
- » Events post initial diagnosis
- » Time intervals between diagnosis and initiation of therapy

### HEALTH RESOURCE UTILIZATION

- » Setting of care utilization
- » Site of care interaction as triggers for progression

*\*Only lab tests that are coded. Results and ranges are not available.*

### Trinity's Patient Focus

Trinity's uniquely integrated approach allows clients to draw on comprehensive patient insights through services focused on complex, evolving business needs. Looking at a Patient Journey as a holistic, multi-stakeholder view of the patient experience in a treatment area—and incorporating all elements of the patient's lived experience—becomes possible with the integration of data, analysis, methodology and tools from Primary Market Research (PMR) to qualitative studies to Real-World Evidence (RWE).

- » Integrating RWE-based patient flows with PMR enables objective insights—such as diagnostic tests and frequency, referral pathways, triggers for therapy switching and more—to be coupled with the personal and professional perspectives of patients and HCPs. Clients gain insights to help guide project design, like point-in-time metrics, as well as to help contextualize and ground it.
- » Trinity's dedicated Patient Centricity Center of Excellence focuses on deeply understanding patient needs and experiences to support life science organizations in product development, launch and beyond. Clients can select from a suite of patient-centric solutions, including: Patient Journey, Patient Experience Design, Patient Services Innovation and more.

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# Trinity EvidenceFirst™ Brand Health Assessment

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For in-market brands, assessing brand performance and key levers that impact that performance—with market context—is crucial.

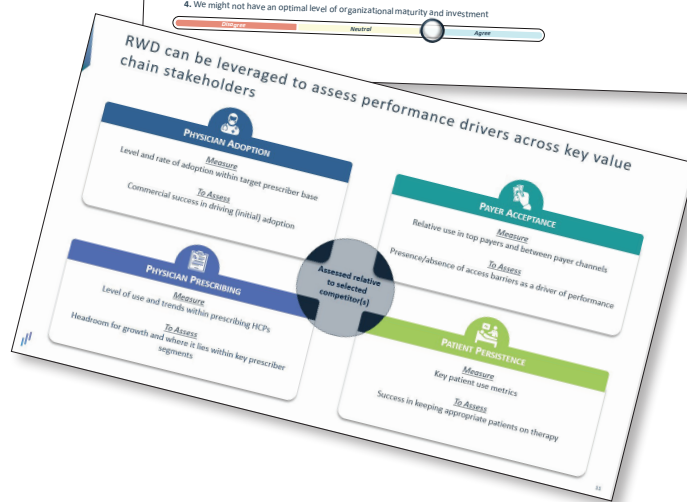
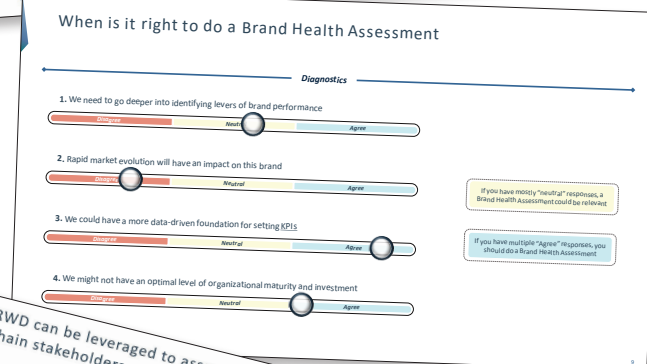
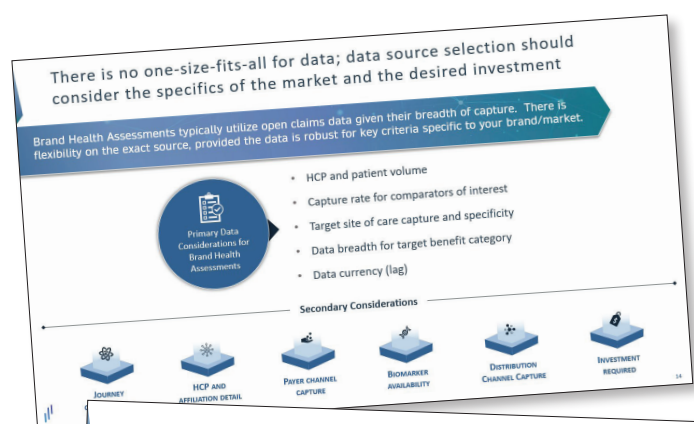
Brands that haven't yet entered a market need to compare themselves to competitors to inform strategy and planning.

**Trinity's unique blend of assets and expertise allow clients to consider a range of brand health methodologies beyond standard analytics, including:**

- » RWE “Data Assessments”—objective, data-driven views of a brand's key performance levers and trends
- » Benchmarking—of historical spend and resourcing vs. competitors/peers/analogues
- » EvidenceFirst's flexibility allows the use of the most appropriate data assets for the specific needs of each client, including Trinity's unique network of direct data access

**Trinity EvidenceFirst generates actionable real-world insights to assess performance for brands or target markets relative to competitors, allowing clients to:**

- » Identify levers for performance optimization
- » Define or update KPIs
- » Monitor market developments
- » Update and manage internal expectations



# Brand Health Assessment

PERI-LAUNCH • ON-MARKET SUPPORT

## Insights Include

### PHYSICIAN ADOPTION

- » Percent of target specialists prescribing
- » Adoption over time
- » New vs. continuing prescribers

### PHYSICIAN PRESCRIBING

- » Brand- and target competitor-specific treatment rates
- » Differential prescribing rate by physician patient volume
- » Shared vs. owned prescribers
- » Use by indication

### PAYER ACCEPTANCE

- » Relative adoption by payer channel
- » Performance with leading payers

### PATIENT PERSISTENCE

- » Days on therapy
- » 30/60/90-day patient drop-off rate
- » OOP sensitivity



# Trinity EvidenceFirst™

## Patient Finding Excellence

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For leaders focusing on diseases in small patient populations, patient finding is vitally important across the product lifecycle:

- » Clinical teams need to identify patients that may not be diagnosed for trial recruitment and site selection
- » Commercial leaders need to scale the ability to find patients—diagnosed and undiagnosed—for planning, targeting and alerting.

Patient finding is the foundation for market sizing and forecasting, the preface for commercial activities and planning—a core driver to understanding opportunity in a disease space.

**With EvidenceFirst, life sciences companies can leverage the rapidly evolving data ecosystem to enable strategy and execution driven by RWE across the product lifecycle. Patient Finding can be useful across a range of business needs—from critical clinical decisions, such as site selection, to commercial initiatives, like Next Best Action (NBA) and alerting.**

- » EvidenceFirst's flexibility drives accuracy and confidence in identifying the right patients by using the most appropriate data assets and analytics for the specific needs of each question, including Trinity's unique network of direct data access.
- » Trinity's integrated, patient-centric focus informs the process, allowing clients to find patients in time to address their critical needs.

**EvidenceFirst drives scalable, rapid patient finding to support commercial success, allowing clients to:**

- » Engage physicians treating patients of interest
- » Accurately size the market and opportunity
- » Drive forecast assumptions
- » Characterize the treatment and treater landscape
- » Profile patient demographics and comorbidities
- » Evidence generation and value proposition



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# Patient Finding Excellence

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- » Incidence rate
- » Key patient demographics

### ENGAGED STAKEHOLDERS

- » Engaged specialists
- » Treating specialties
- » Setting of care utilization
- » Top facilities/site selection to target

### TREATER LANDSCAPE

- » Overall treatment rate
- » Treatment rate by class | product
- » Mono vs. combination treatment
- » Treatment consumption metrics

### DISEASE BURDEN

- » Common comorbidities
- » Top clinical outcomes
- » Total cost of care per patient
- » Distribution in cost of care

**In a recent TGaS study on machine learning (ML) in pharma commercial operations, patient finding was the most common ML use case across commercial applications.**

- » 75% of patient finding applications are focused on HCP alerts and targeting

**Patient finding can be linked to hard-to-achieve ROI, like:**

- » Decreases in patient discontinuations
- » Increases in Rx
- » Increases in new patient starts
- » Increased diagnosis of rare disease

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