



Trinity Real Insights

The only predictive insights solution grounded in market research *and* real-world data

Insights and Analytics teams in life sciences are focused on offering comprehensive insights with ever greater precision and accuracy.

Providing these forward-looking insights is challenging. Life sciences executives are always asking:

- Are we sampling the right physicians to represent our target universe?
- Is there a risk of overlooking key HCP-level real-world behavioral nuances?
- Are we controlling for response bias with sole reliance on self-reported data?
- How can we create a granular, comprehensive view of stakeholders to allow for hyper-targeting?
- Can the HCP-level learnings from one study be seamlessly linked to subsequent studies?
- Given the inherent uncertainty, how can we explain and defend predictive insights?

For the first time, life sciences companies can incorporate real-world, healthcare professional (HCP)-specific prescribing behaviors with primary market research (PMR) to accurately predict stakeholder behavior.

- » Within market research studies, stated behaviors by physicians may contain inaccuracies from recall or bias and some behaviors may be out of their control.
- » The analytics in real-world data (RWD) studies don't necessarily account for perceptions, beliefs and attitudes—by default, it is a historical view.

With Trinity Real Insights' seamless integration of PMR and RWD, it is now possible to understand the difference between what a doctor answers in a survey and their actual behavior.

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Trinity Real Insights

Trinity Real Insights' comprehensive view of HCP decision-making enables an accurate understanding of a market today and in the future:

- » **Answers to previously unanswerable questions**—Our experts have streamlined the logistics that pull insights across data sources to tackle complex business questions.
- » **Easy, quick results**—Trinity's partnerships with RWD vendors offer the most efficient way of harnessing RWD for all of our clients' insights needs.
- » **Data-agnostic approach**—Trinity is RWD-agnostic, meaning that we recommend and use the RWD that best suits each client's situation.

Trinity Real Insights is grounded in RWD; learning from a *longitudinal view* of historical HCP decisions and contextualizing them via reported attitudes and future intentions can supercharge predictive models:



Assess the entire picture from a business insights vantage point



Robustly predict future HCP decision-making



Tap into deeper insights from experts with deep life sciences commercialization knowledge



Elevate the power of Trinity Real Insights with seamless AIML-driven insight integration across multiple engagements

How does Trinity Real Insights work?

- » Clinigraphics, patient mix and relevant prescribing behaviors are grounded in RWD to add an objective lens and a tether to reality
 - Key HCP groups are identified to generate a strategic sampling plan
- » PMR captures the “whys” and “hows” behind current behaviors and future intentions
 - PMR is conducted among HCPs identified in the RWD
- » Expert integration of PMR and RWD—and novel application of the resulting insights—allows for confident understanding and prediction of future decisions
 - Trinity deploys AIML-based predictive models to generate an HCP decision map and robustly predict future behavior, including identifying key targets of interest

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