Patient Access Analytics

Powered by MMIT and Panalgo

Solution combines coverage and claims data to provide a unique view of payer and prescriber behavior, offering instant answers to help patients access treatments faster
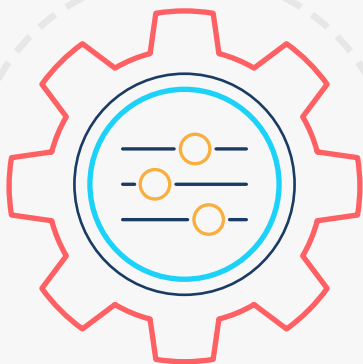
About Patient Access Analytics

With drug innovation today focused on precise treatments for highly targeted patient populations, life sciences companies are increasing their investment in real-world data to understand patient populations, prescriber behavior, provider-payer mix, and the implications for the patient. But these large data sets require significant mapping, normalization and analysis, and often leave companies still seeking insights through sometimes expensive and ineffective avenues.

MMIT's Patient Access Analytics solution leverages the deep flexibility and transparent architecture of Panalgo's data-agnostic Instant Health Data (IHD) platform so that claims data can be visualized in an integrated fashion alongside MMIT's market-leading policy and restriction coverage data.

Patient Access Analytics

Leverages the deep flexibility and transparent architecture of Panalgo's data agnostic Instant Health Data (IHD) platform.

Visualizes claims data in an integrated fashion alongside MMIT's market-leading policy & restriction coverage data.

Generates answers in real time so that access barriers can be removed for patients in need of lifesaving treatments.

By understanding the magnitude of how coverage decisions influence and change physician prescribing behavior, life sciences companies can use Patient Access Analytics for:

Brand strategy

Develop strategies for launch or competitive market disruption by understanding line of therapy, persistence and adherence including payer mix and coverage.

Promotional marketing strategy

Generate insights into market share and update over time including payer uptake curve.

Payer negotiation and contract targeting

Quickly understand patient volume by indication by payer and payer coverage type.

Marketing intervention targeting

Understand where education will have the highest impact, including actual patient outcomes such as dosing and frequency.

Field sales deployment

Segment by payer mix and payer coverage type and understand current share of your brand and those of competitors.

Ad hoc queries in real time

Our Insights as a Service model provides a dedicated analyst to build projects and reports and obtain answers to critical questions in real time.

About MMIT

For nearly two decades, MMIT has been solely focused on solving the "what and why" of market access, and has been a trusted, go-to-market partner to more than 1,300 biopharma and payer customers. We believe that patients who need lifesaving treatments shouldn't face delays because accessing drugs can be confusing. As the leading provider of market access data, analytics and insights, our expert teams of clinicians, data specialists and market researchers provide clarity and confidence so that our clients can make better decisions.

About Panalgo

Panalgo provides software that streamlines healthcare data analytics by removing the complex programming from the equation. Our Instant Health Data (IHD) software empowers teams to generate and share trustworthy results faster, enabling more impactful decision.