

SUCCESS STORY

Aristo Pharma

Uncovering Hidden Business Opportunities with the Permea Disease Navigator

Challenges

- Understanding pharma intricacies
- Deciphering real-world data
- Acquiring detailed insights

Gains

- Insights into new possible combination medication
- Marketing campaigns more tailored to resonate with key target audience

Aristo, a leading generic drugs company, was on a mission to better understand the intricacies of the pharmaceutical market. Like many other players in the industry, the company faced challenges with deciphering real-world data and translating it into actionable commercial strategies. Aristo required detailed insights that would not only validate their hypotheses but would also potentially lead to groundbreaking revelations about the company's market positioning.

THE SOLUTION

By integrating Temedica's Permea Disease Navigator, Aristo harnessed the power of precise and actionable health insights.



"The Permea Disease Navigator shed light on crucial insights we didn't even realize we were missing. It's changing the trajectory of our efforts in product development and marketing."



Lothar Guske
General Manager,
Aristo Pharma Vertrieb



Vincent Treike
Medical Marketing &
Market Access Manager,
Aristo Pharma

KEY INSIGHTS

1. Co-prescriptions

Finding: The data highlighted a notable trend of high co-prescription of a specific compound alongside one of Aristo's primary drugs — an insight Aristo hadn't anticipated.

Impact: With this insight, Aristo began to turn these findings into a compelling use case. The company is currently intensively evaluating the development of a new combination product that addresses unmet market needs, creating a potential new revenue stream.

2. Demographics

Finding: The Permea Disease Navigator provided a surprising insight into the age demographic of Aristo's patient base. Contrary to an earlier belief that the company was mainly serving a younger demographic, the data indicated an older patient group.

Impact: This discovery led Aristo to re-evaluate and adjust its communication strategies. The company is now tailoring marketing campaigns to resonate more with its primary audience, ensuring better patient outreach and increased brand loyalty.