

## SUCCESS STORY



# Uncovering Hidden Business Opportunities with Temedica's Permea Monitor

### CHALLENGES

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

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, they 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 Monitor, Aristo harnessed the power of precise and actionable health insights.



"The Permea Monitor 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

### GAINS

- Unmet needs are addressed by developing combination medication
- Marketing campaigns tailored to resonate with key target audience

### 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 building these findings into a compelling use case. The company is now developing a combination medication that addresses unmet market needs, creating a potential new revenue stream

#### 2. Demographics

**Finding:** The Permea Monitor 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.