

## SUCCESS STORY



### Enhancing Market Understanding in Ophthalmology with Temedica's Analysis Services

#### CHALLENGES

- Getting deeper quantitative insights into the ophthalmology market
- Overcoming limited visibility into off-label usage and niche therapies

#### GAINS

- Enhanced understanding of patient treatment dynamics in ophthalmology
- Gained informed, evidence-based insights
- Strengthened understanding of complex market segments

Bayer, a global leader in pharmaceuticals, was seeking in-depth insights into the ophthalmology market to strengthen its evidence-based decision-making.

Due to the complexity of this space — marked by off-label treatment, fragmented real-world data, and unclear treatment pathways — gaining a precise understanding of patient care dynamics proved challenging.

To address these gaps, Bayer aimed to answer key research questions related to:

- The quantity of treatments
- Prescription intervals
- Patient share across common medications

#### THE SOLUTION

Through Temedica's broad data coverage and deep understanding of the ophthalmology space, Bayer was able to validate their strategic assumptions and strengthen confidence in their existing market insights.

Temedica's tailored approach enabled Bayer to cross-check their internal data, verify key strategic hypotheses, and gain access to reliable real-world evidence in a highly complex market environment.

#### KEY INSIGHTS

- Gained informed, evidence-based, and quantified perspectives on the ophthalmology market
- Achieved precise quantification of treatment usage across key patient populations
- Uncovered deeper insights into treatment pathways, including prescription intervals and adherence
- Gained indication-specific visibility into patient distribution and market share among commonly used therapies
- Accessed new quantitative insights in market segments where previously only limited data was available

"Based on my experience in the ophthalmology market, I value Temedica's ability to deliver valuable insights into market segments where we previously had limited quantitative data. The ophthalmology space is highly complex and requires nuanced data interpretation — Temedica helped us navigate these specifics effectively."



Ralf Zimmermann,  
Business Unit Head Ophthalmology

