

SUCCESS STORY



Enhancing Patient Journey Understanding with Temedica's Permea Disease Navigator & Services

CHALLENGES

- Understanding the Dementia care reality
- Deciphering real-world data trends
- Gaining insights into diagnostic landscape

GAINS

- Enhanced Understanding of the Patient Journey
- Improved Diagnostic Strategies
- Evidence-Based Advocacy

Lilly, a global leader in pharmaceuticals, set out to gain a deeper understanding of the healthcare landscape in Germany, specifically focusing on dementia and Alzheimer's disease. They aimed to explore the realities of patient care and the diagnostic environment within this field.

By leveraging Real-World Evidence, Lilly sought to uncover valuable insights that would not only inform their strategic decisions but also enhance their position in the market through innovative, evidence-based approaches.

THE SOLUTION

By incorporating Temedica's Permea Disease Navigator and Services, Lilly unlocked precise and actionable health insights.



"Temedica's Permea Disease Navigator and Services confirmed our initial assumptions and revealed new insights into co-medications, co-morbidities, and regional diagnostics, enhancing our region-specific strategy development."



Joerg Schaub
Associate VP
Neuroscience



Eric Pallhuber
Senior Brand Manager
Neuroscience

KEY INSIGHTS

1. Co-Medications & Co-Morbidities

Finding: Lilly's strategic use of the Permea Disease Navigator not only validated the accuracy of their internal HEOR department's forecasts, but also unveiled critical new insights. Previously unnoticed revelations about co-medications and co-morbidities positioned Lilly to refine and advance their healthcare strategies.

Impact: Lilly reinforced confidence in their current strategy, while enhancing their patient profiles and segmentation.

2. Regional Differences in Diagnostics

Finding: Regional insights into diagnostics, procedures, and medical practices revealed by Temedica's Services showed new diversities to Lilly, emphasizing the necessity for tailored Go-to-Market approaches across different areas.

Impact: Regional insights allowed Lilly's customer-facing teams to focus on local needs and improve how they serve accounts, leading to better service and increased effectiveness.