

**Use Case** 

# Citeline Real-World Data Early Clinical Development Planning & Strategy

Learn how Citeline's Real-World Data (RWD) can inform your clinical development strategy and differentiate your target product profile



# Situation

A client was challenged with understanding the existing market in the pancreatic ductal adenocarcinoma (PDAC) space. The company has a novel platform and wanted to understand an early target product profile:



Is the unmet need high enough?



What are the baseline metrics for market positioning?



How are patients being treated today and will that change in the near future?



### Solution

To answer these key questions, we employed a comprehensive and multifaceted patient journey mapping project, leveraging cutting-edge techniques in:



#### Real-world data analysis

Using Citeline's RWD asset to obtain a representative picture of how patients navigate through their healthcare journey, treatment patterns, disease progression, healthcare utilization, and patient outcomes in real-world settings



Integrating data from Citeline's proprietary databases, Trialtrove and Sitetrove, to enrich the patient journey analysis with context from ongoing clinical trials, competitor landscape, and market dynamics





#### **Primary research**

Engaging directly with patients, healthcare providers, and other stakeholders utilizing qualitative and quantitative methods to provide a more profound understanding of patients' emotional and practical challenges, treatment preferences, and decision-making processes

## Value

In the end, our structured patient journey mapping approach produced actionable insights for the client's clinical development strategy, including but not limited to:



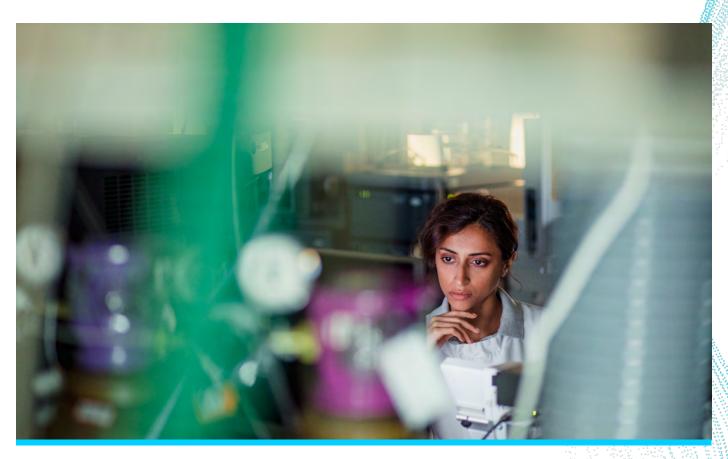
**Overview** of real-world PDAC patient population, journey, outcomes, and opportunities



**Understanding** of the PDAC market, product positioning, and clinical endpoints



**Awareness** of new and anticipated development milestones to inform decision-making



### The Citeline Difference



Tap into unique combination of powerful, granular data sources to generate nuanced insights



Work with a **dedicated team of experts** with hundreds of years of combined clinical and commercial expertise, delivering insights how you need them



**Utilize support throughout the R&D lifecycle** – from initial strategy/commercial analysis to clinical development and disclosure







Citeline, a Norstella company, powers a full suite of complementary business intelligence offerings to meet the evolving needs of life science professionals to accelerate the connection of treatments to patients and patients to treatments. These patient-focused solutions and services deliver and analyze data used to drive clinical, commercial and regulatory-related decisions and create real-world opportunities for growth.

Our global teams of analysts, journalists and consultants keep their fingers on the pulse of the pharmaceutical, biomedical and medtech industries, covering it all with expert insights: key diseases, clinical trials, drug R&D and approvals, market forecasts and more. For more information on one of the world's most trusted life science partners, visit Citeline.com

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