



IDENTIFYING OPPORTUNITIES FROM PATIENT FLOW

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San Francisco • Pune





CLIENT NEED

An Oncology client wanted to better understand the specialties that are involved in the treatment of early stages of breast cancer and identify opportunities for improving testing, referral, and treatment rates.


OUR SOLUTION

159 applied deep Oncology expertise along with knowledge of claims data with analytical expertise to evaluate the role of each specialty along the patient journey, and at each stage, quantify the opportunity in improving testing, referral, and treatment rates in early breast cancer.

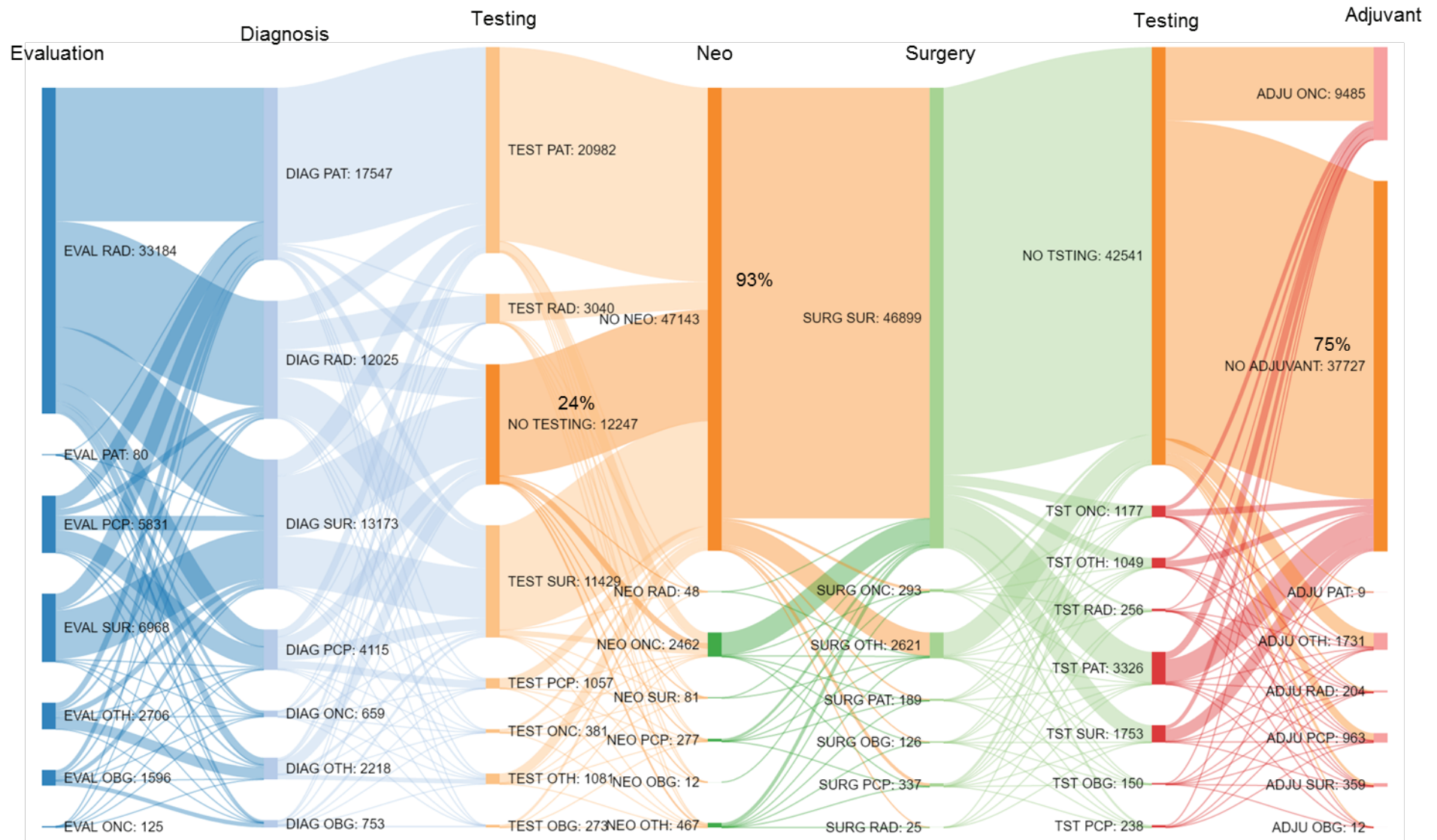
OUR APPROACH

 <p>Immerse in available information</p> <p>Gain complete understanding of buying process, market landscape, and available data</p>	 <p>Create longitudinal patient database</p> <p>Integrate datasets into master database and create relevant patient filters and flags in identifying patient cohorts</p>	 <p>Apply business rules and evaluate patient journey</p> <p>Identify role of each specialty at each stage of patient journey and quantify opportunity at each stage</p>	 <p>Refine patient journey</p> <p>Collect feedback from stakeholders and refine assumptions</p>
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PROJECT OUTCOME

 <p>Comprehensive understanding of the role of each specialty at each stage of the patient journey in early breast cancer</p>	 <p>Insights into improving testing, referral, and treatment rates across relevant specialties at each stage of patient journey in early breast cancer</p>
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PATIENT PATHS IN TREATMENT JOURNEY



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Prasanna Sridharan is the Founding Partner at 159 Solutions, an analytically driven company focused on providing solutions to life sciences companies. He has 12+ years experience in consulting and industry, working closely with senior leaders to help them make decisions while managing and building analytical teams. Prior to founding 159 Solutions, he was the Director of Data Strategy at Axess Oncology. He has also worked at Genentech, Inc. in their Marketing Science team and at ZS ZS Associates. Prasanna has a Masters from The University of Texas at Austin and an undergraduate degree from the Birla Institute of Technology & Science, Pilani, India.

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