

Patient Chart Review

Case study: Assessing the ground reality



Project Background

A leading pharma company wanted to assess the incremental effectiveness of its product in improving patient outcomes compared with competitors. It also wanted to generate insights on growth opportunities, treatment evolution and product choices to understand the market dynamics and provide answers to key business questions and KPIs related to their product through high quality patient level data

Objectives

- Understand the existing standard of care among haemophilia A patients receiving treatment
- Assess the effectiveness of the various medications used in its management
- Compare the effectiveness of different products used among patients with severe haemophilia A on prophylaxis regimen
- Evaluate the quality of life, joint health, resource utilization among severe haemophilia A patients undergoing episodic or prophylactic treatment

Approach

- Study Design: Real-world retrospective chart review
- Setting: The study will be carried out in select haemophilia treatment centers in four European countries: France, Italy, Germany and Spain
- Sampling technique: Convenience sampling
- Data collection: Online data capture mechanism for easy data gathering and ensuring data quality
- Duration: Set up frequent waves for data capture leading to continuous data on the market dynamics

Client Benefits

- Establish the existing standard of care by country through the baseline
- Credible and 'fact-based' information on Hemophilia A treatments
- Understand the split of treatment modality between the client and competitor products
- Product usage patterns and switch
- Patient-related outcomes and usage

About Us

phamax is an independent healthcare research and consulting firm specialized in commercial and scientific market access solutions. Our services empower pharmaceutical companies to introduce or commercialize their novel technologies into clinical practice. We are headquartered in Switzerland.