

**A Fortune500 Pharma Company built and deployed an ML model to understand the root causes of patients coming off therapy.**

## The Background

By monitoring patient adherence, pharmaceutical companies can better understand how their drugs are used in real-world scenarios and take actions to improve patient outcomes and quality of life.

Our solution for estimating the likelihood of therapy discontinuation helped a Fortune 500 pharma company understand the drivers behind discontinuation at the patient level and in designing targeted care plan programs for improving patient adherence based on overall patient risk score.

## Key Business Challenges

- Identify the patients who are likely to discontinue their therapy within 6 months.
- What are the key factors driving the discontinuations at the patient level?
- How can we design care plans for the specific risk segments?
- How can we optimize and scale the solution across geographies through automation?

## Key Technical Challenges

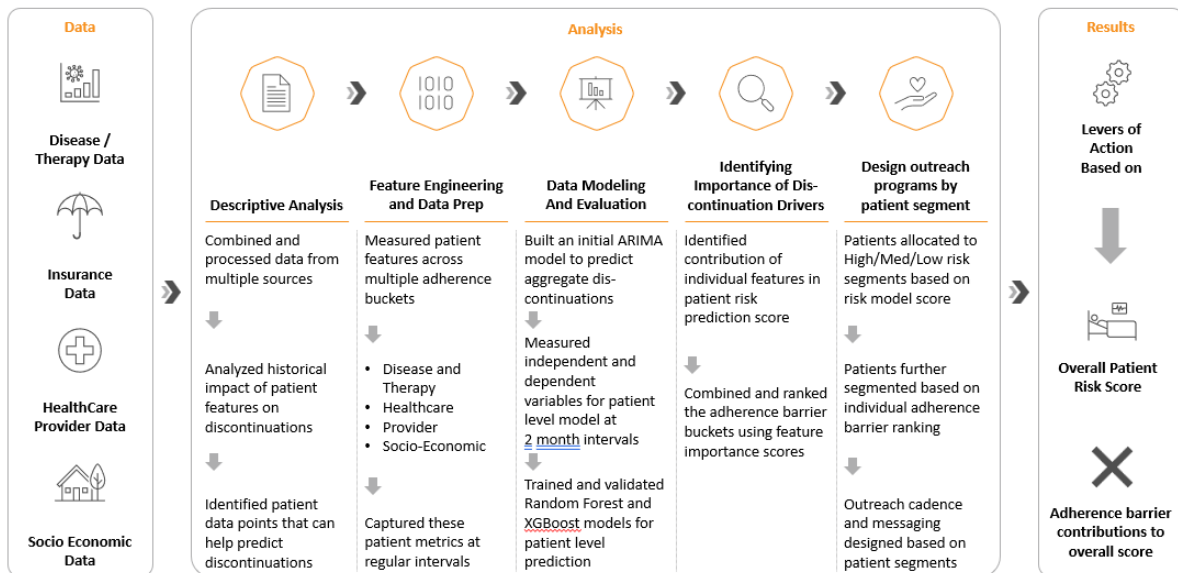
- Constantly evolving business rules and data capture processes
- Several intangible factors such as patient perception
- Lack of disease awareness and patient processes
- Integration of complex data

## Our Solution

- Combined and processed data from heterogeneous sources.
- Identified patient data points that can help predict discontinuation.
- Identified contribution of individual features in discontinuations
- Defined risk segments based for the patients
- Incorporated Business Rules and Constraints
- Outreach cadence and messaging designed based on patient segments.

## Solution Architecture

### Solution Approach



## Value Delivered

- Analyzed the patient sample size of 7000 patients across two therapeutic areas (Complement and Neurology)
- Measured and understood the root causes of patients coming off therapy in a given time period.

## About Us

Tiger Analytics is a global leader in AI and analytics, helping Fortune 1000 companies solve their toughest challenges. We offer full-stack AI and analytics services & solutions to help businesses achieve real outcomes and value at scale. We are on a mission to push the boundaries of what AI and analytics can do to help enterprises navigate uncertainty and move forward decisively. Our purpose is to **provide certainty to shape a better tomorrow.**

Being a recipient of multiple industry awards and recognitions, we have 4000+ technologists and consultants, working from multiple cities in 5 continents.

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