CASE STUDY

Real-World Data Insights from LiveTracker® Determine Prescribing Trends for Cancers with High PD-L1 Protein Expression

Evidera | PPD

LiveTracker provides real-time global treatment trends that help craft a sound launch strategy and ensure products stay on track.

2.2M

global healthcare providers (HCPs) report data from patient electronic medical records (EMRs) showing treatment pattern, treatment sequence, patient profiling, and trends in prescribing.

25+

years of experience working with our global HCP network

Key Takeaways

Evaluated HCP-reported data on first line (1L) and second line (2L) treatment patterns in patients with advanced non-small cell lung cancer (NSCLC) and melanoma using a retrospective, observational, cohort study

Data showed increased market pressure for 2L treatment of NSCLC due to higher use of a combination of immunotherapy and chemotherapy in 1L and increased competition in 2L across all treatments

Background

Programmed death-ligand 1 (PD-L1) is speculated to play a major role in suppressing the adaptive arm of the immune system. Immunotherapies targeted against PD-L1 and its receptor (PD-1) have shown improved survival in a subset of patients with cancers that have high levels of PD-L1, such as non-small cell lung cancer (NSCLC) and melanoma. Because of this, PD-L1 protein expression has also emerged as a biomarker that predicts which patients are more likely to respond to immunotherapy.

The number of clinical trials testing PD-1/PD-L1 checkpoint inhibitors has tripled from 2017 to 2020, totaling 4,400. The greatest year-on-year growth occurred between 2019 and 2020 with 1,358 trials. This growth was led by a surge of combination immunotherapy and chemotherapy trials; 90% of the new trials started in 2020 were combination strategies.

Approach

Our Real-World Data Solutions team used prescribing data from LiveTracker to determine first line (1L) and second line (2L) prescribing trends for the treatment of NSCLC and melanoma based on the level of PD-L1 protein expression. Patient data were continuously collected from our global network of HCPs who report EMRs and treatment decision information monthly into the LiveTracker database. Our researchers conducted a retrospective, observational, cohort study for a top 10 biopharmaceutical client focused on these data beginning in January 2018 to assess treatment patterns, characteristics, and duration.

Results

- PD-L1 >50% label restriction in NSCLC for the client's immunotherapy was extrapolated by a clinician in melanoma

- A combination of the client's combination (immunotherapy and chemotherapy) addresses a strong market need in low PD-L1 expressors

- Increased market pressure in 2L is due to a higher use of a combination of the client's combination in 1L and increased competition in 2L

Impact

- Our analyses showed that new immunotherapy asset uptake can plateau in as fast as three months post-launch, revealing to the client how critical it is to utilize live market read-outs to adjust promotional investment in fast-moving markets such as oncology

- The client discovered the importance of continuously updating these data as new combinations and assets enter the PD-L1 market

Monthly data refresh from LiveTracker provides data that is on average, 18 days old- giving our client access to the most up-to-date standard of care

LiveTracker combines EMR data on the what and how around treatment decisions with direct HCP input on why decisions are made

LiveTracker provides real-time prescribing data from our global community of 2.2 million health care providers (HCPs) that shows treatment pattern, treatment sequence, patient profiling, and trends in prescribing. This data provides insights from patient EMRs as well as HCP behavioral information, offering answers to why physicians make treatment decisions, how they relate to EMR data, and what happens thereafter.

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