

CASE STUDY:

Addressing the Unusual: Engaging With the Right Stakeholders for the Treatment of Addiction Within Correctional Settings



The following case study looks at the unique challenges one global life sciences company faced with understanding addiction-prescribing behavior in correctional facilities. Truven Health conducted a comprehensive study for this client that offered detailed data about the client's ideal key opinion leaders (KOLs) for this unique clinical setting.

How Truven Can Help You

At Truven Health Analytics™ we understand the challenges of identifying and engaging with the right audience — whether you're interested in reaching provider networks, advocacy groups, patients, or payer decision-makers — we can help you identify and engage with the right stakeholders for your business questions.

Beyond individual diseases or therapeutic areas, when it comes to hard-to-reach, less conventional, or specialty settings — we can help you identify patient populations and accompanying KOLs, including practicing physician networks — to deliver important insights that help you commercialize your drug.

For more information, please contact us at lifesciences@truvenhealth.com or truvenhealth.com/lifesciences/sms.

Correctional facilities have a particularly high prevalence of addiction (between 20 and 30 percent of inmates in larger correctional facilities in the country where this study was conducted), and the physicians who treat patients in them make up a distinct set of stakeholders, which are not typically targeted by life science sales forces. From the physician interviews conducted as part of the project, we found that co-morbidities are common with this patient population — the most common being Hepatitis (58 percent Hepatitis C, 32 percent Hepatitis B, 10 percent Hepatitis A) and co-morbid alcohol abuse.

Background

Methadone is the opioid substitution drug of choice to treat both opioid and heroin addiction within hospitals and drug treatment centers throughout Europe. These facilities were well known to our client, but the client was looking for additional areas of untapped opportunity. We were able to deliver a comprehensive list of physicians working in, or overseeing care within, correctional facilities that were actively working with substitution therapy for inmates. We created an action plan based on desk research and real-world provider feedback. In addition to identifying key stakeholders, learning more about their preferred method of substitution therapy and patient potential were key.

Objective

The client wanted to validate its existing database of KOLs and identify and engage with additional decision-makers within the correctional facility who were in charge of substitution therapy to educate them on the value message of an alternative drug formulation and its efficacy. Along with the client's combined goals of learning more about this patient population and its healthcare providers, the client wanted to find out more about treatment in correctional facilities, which was thought to represent a significant and largely untapped growth market.

Approach

Truven Health conducted 80 interviews with physicians that were working in more than 180 prisons to treat inmates and/or overseeing healthcare in prisons to identify

substitution practices, understand comorbidities of the patient population, and understand issues in day-to-day clinical care administration. Our approach to this study relied on three key tenets: desk research that included validation with the client's existing KOL database, interviews, and analysis in order to deliver study results and accompanying recommendations.

Results

This study revealed viable alternatives for the treatment of addiction within the correctional facility setting — and therefore opportunities for the client. In addition to identifying a particular patient population, the study also revealed room for expansion and growth within substitution therapy. And as one correctional facility nurse stated, “Drug substitution is so easy to handle — no physician [is] needed for this,” reflecting the ease with which such care can be administered in the correctional facility setting, a positive indication of opportunity for the client.

Additionally, at the end of the study, Truven Health offered the client:

- Online discussion forums so the client could engage directly with the physicians interviewed;
- In-depth profiles of each of the physicians participating in the study;
- The key finding that only about 50 percent of inmates addicted to drugs are treated with substitutions such as methadone; and
- A draft plan to create Virtual Advisory Boards (VABs) to examine new developments in treatment, patient population growth, and the cost-benefit of the client's alternative drug therapy — which, if employed, would save the client time and money.

Conclusion

Seventy-five percent of physicians interviewed said they were treating opioid-dependent inmates within the correctional setting, and said methadone was currently the preferred method of treatment. Truven Health was able to help identify and map the right stakeholder network for treating a unique patient population that could potentially benefit from the client's new, alternative form of treatment, and deliver a pathway through which the client could further its market access strategy.



For More Information

If you would like to know more about this case study or to speak with us about how we can help you identify and engage with stakeholders globally, please contact us at lifesciences@truvenhealth.com or visit truvenhealth.com/lifesciences/sms.

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