

Persistency of Drug – Healthcare Project

Team Member Details

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Problem Description

- One of the major challenges for pharmaceutical companies is to understand the **persistency of drug usage** as prescribed by physicians. Patients often discontinue treatment prematurely, impacting health outcomes and business performance.
 - **Objective:**
ABC Pharma has approached an analytics company to automate the identification of drug persistency patterns and to build a predictive model that can classify patients as persistent or not, based on demographic, clinical, and treatment-related factors.
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Business Understanding

Drug persistency directly impacts:

- **Patient Health Outcomes** – Better adherence leads to improved treatment effectiveness.
- **Pharma Company Revenue** – Persistent patients generate higher long-term prescription revenue.
- **Physician Insights** – Helps physicians understand risk segments and improve care strategies.

By solving this problem, ABC Pharma can:

- Identify patients at high risk of non-persistence.
 - Target interventions to improve patient adherence.
 - Optimize marketing and physician engagement strategies.
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Project Lifecycle & Deadlines

1. **Problem Understanding & Business Goal Definition** – Week 7
2. **Data Understanding** – Week 8
3. **Data Cleaning & Feature Engineering** – Week 9
4. **Exploratory Data Analysis (EDA)** – Week 10
5. **Model Development** – Week 11
6. **Model Selection & Evaluation** – Week 12
7. **Deployment (Prototype Model)** – Week 13
8. **Final Report & Presentation** – Week 13