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MID TERM

Syntegra Data Analysis

Q1.

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| --- | --- |
| Claim Year | Percentage Increase in Cardiac Claims per Year |
| 2016 | - |
| 2017 | 12.25 |
| 2018 | 20.25 |

Looking at the trends from 2016 through 2018, it’s clear that there’s a significant increase in the share of CVM claims as a percentage of total Medicare claims. This rise isn’t just a minor fluctuation; the data shows a notable percentage increase year over year. Overall, CVM claims make up approximately 9.68% of all claims, which is a substantial portion.

From a business standpoint, this upward trend in CVM claims suggests a growing prevalence of cardiovascular and metabolic diseases among the population. This presents a significant opportunity for our CVM company, as it would lead to higher CVM results.

For the sales and marketing leadership, this trend means it’s an opportune time to refine their strategies. The sales force should consider intensifying their efforts with healthcare providers who are most involved in treating CVM conditions, such as cardiologists, endocrinologists, and primary care physicians. Building stronger relationships with these HCPs could lead to increased prescriptions of the company’s CVM products.

**Sales Force Tactics**

In terms of sales force tactics, the messaging to HCPs should be tailored to address this surge in CVM cases. Emphasizing the effectiveness of the company’s medications in managing CVM diseases, backed by recent clinical data, could resonate well with practitioners who are seeing more patients with these conditions. Additionally, highlighting how these products can improve patient outcomes and quality of life might make the messaging more compelling.

From the patient experience perspective, the company might consider developing support programs aimed at patients undergoing CVM treatments. This could include educational materials that help patients understand their conditions and the importance of adherence to their medication regimens. Providing resources that empower patients can enhance their experience and potentially improve treatment outcomes.

A graph showing the difference between cardiac and non-cardiac

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A graph showing a number of blue bars

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Looking at the Claim Count by Procedure Name also indicates that has one of the highest in terms of the procedures.

Q2.



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I also wanted to know how much each segment contributes in the total claim cost.



**Dominance of Disease Aware Segment:**

The ‘Disease Aware’ segment, consisting of HCPs with only one CVM claim, accounts for the majority of the total claim costs each year. For instance, in 2018, they contributed over $208,000 out of a total that seems to be around $243,740 when summing all segments.

**Low Contribution from High-Volume Prescribers**

Surprisingly, the ‘High-Volume Prescribers’ segment contributes the least to the total claim costs, with amounts like $708 in 2016 and $1,362 in 2018.

A graph showing the cost of a cost per year

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Over three years, Disease Aware HCPs rose from 1,654 in 2016 to 2,106 in 2018, indicating growing awareness of CVM treatments. The Trialists segment also expanded, while Rising Stars remained small, and High-Volume Prescribers saw fluctuation—decreasing in 2017 and recovering in 2018.

A deeper analysis of claim costs revealed a **surprising** trend: Disease Aware HCPs, despite fewer claims per provider, accounted for the highest total claim costs each year, contributing approximately $208,810 in 2018. Conversely, High-Volume Prescribers, though submitting more claims, had the lowest total claim costs (around $1,362 in 2018), likely due to lower-cost treatments or less severe cases.

**Implications**

The high claim costs from Disease Aware HCPs imply their involvement in costly, complex treatments. Allocating resources based solely on claim volume could misdirect efforts, as Disease Aware providers represent greater revenue potential through high-cost claims. In contrast, High-Volume Prescribers may benefit from guidance toward more valuable treatments.

**Recommendations**

Redirecting sales and marketing efforts to Disease Aware HCPs with targeted communications could boost engagement and prescribing behavior. For High-Volume Prescribers, exploring ways to introduce higher-value treatments could increase their impact on revenue. Ongoing analysis of claim volumes and costs across segments will allow strategies to evolve, ensuring resources are optimized and enhancing patient care in the CVM field.

Q3. Note: there was an issue with the claim year that resulted in it needing to be changed.



*Total Count based on Age*



*Yearly Count with Percentage Change*

A graph showing the number of claims

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**Strategies Based on Data**

Given these trends, we need to focus our efforts on supporting HCPs in the most impactful ways.

For patients aged 70 and above, the sharp rise in claims indicates that HCPs are seeing more older adults with CVM diseases. We can assist them by providing easy-to-understand educational materials about managing complex CVM conditions common in older adults. This can help HCPs educate their patients more effectively. Additionally, developing tools to help HCPs keep track of their patients’ multiple medications could be beneficial, considering that older patients often have several prescriptions. Highlighting how our CVM medications, like Xarelto, Lantus, and Crestor, can specifically benefit older patients—with supporting clinical data—can also be a valuable resource for HCPs.

For the 60-69 age group, which is showing steady growth, maintaining strong relationships with HCPs is key. Offering continuing medical education (CME) opportunities focused on the latest treatments and management strategies for CVM diseases can keep HCPs updated and engaged. Providing them with patient resources about lifestyle changes to prevent the progression of CVM conditions can also enhance patient care. Creating feedback channels where HCPs can share their experiences and challenges might help us understand their needs better and tailor our support accordingly.

Regarding the 18-59 age group, even though claims are stable, there’s room to boost engagement. Developing digital tools, like apps or online platforms, could help HCPs monitor and manage younger, tech-savvy patients more effectively. Partnering with HCPs to emphasize the importance of early detection and prevention of CVM diseases is also crucial. Supporting them in running awareness campaigns targeting lifestyle risks—like poor diet and lack of exercise—that contribute to CVM conditions can make a positive impact.

For the under-18 group, while CVM diseases are less common, early signs can appear, especially with rising childhood obesity rates. We can support pediatricians by providing resources to identify and manage early risk factors for CVM diseases. Collaborating with HCPs to initiate school-based programs promoting healthy habits could also be beneficial. Providing materials to educate families about preventing CVM diseases from a young age can help address this issue early on.