Problem Statement:

A pharmaceutical company is seeking to understand the treatment landscape and patient dynamics within the Lung Cancer therapeutic area, particularly focusing on identifying patients who may be likely to switch from their current treatment or regimen or start a new product in a specific line of therapy. Understanding these switching opportunities and new patient starts is important for optimizing sales force efforts (In-Person Promotions) and non-personal promotions (NPP, e.g., Emails, social media, Digital).

Key characteristics and factors influencing NSCLC treatment include:

* Stage at Diagnosis: Determines initial treatment approaches (early stage vs. advanced/metastatic).
* Histology: Subtypes like adenocarcinoma, squamous cell carcinoma, and large cell carcinoma influence treatment decisions.
* Genetic Mutations/Biomarkers: The presence of specific mutations (e.g., EGFR, ALK, ROS1) or PD-L1 expression levels are crucial for selecting targeted therapies and immunotherapies.
* Patient Health and Comorbidities: Overall health status affects tolerance to different treatments.

Some popular brands and treatments in the NSCLC market include targeted therapies like Eltrion, Cytheris, and Zelcura for immunotherapy, as well as various chemotherapy regimens.

The leadership of a Pharmaceutical Company with a significant interest in oncology, particularly in the lung cancer space (and potentially launching or marketing a new treatment like " Viondra" as seen in the code), is seeking to gain deep insights into the current treatment landscape, patient flow, and healthcare professional behavior within the NSCLC market.

As a member of the Commercial Analytics team, your key responsibility is to identify lung cancer patients who are likely to switch treatments or begin a new therapy and connect them to their prescribing healthcare providers. By analyzing patient journeys and treatment patterns, you will generate valuable insights into the current NSCLC treatment landscape, patient flow, and healthcare provider behavior. Your insights will addressing the following Key Business Questions (KBQs) and will play a critical role in guiding decision-making, strategy development, and resource allocation for the Oncology Sales & Marketing leadership team, particularly in support of their priority product.