

PHARMA CASE STUDY - NCONTROL (MOSADEx GROUP)



Drug Utilization Data Research Platform

One of the largest pharma wholesalers in the Netherlands, NControl was sitting on a goldmine of company data, but not leveraging it in any way. This resulted in missed opportunities and a lack of organizational understanding, which the company was determined to address.



Solution

An exhaustive drug utilization data research platform, built from scratch to analyze terabytes of data and extract key information on patient conditions, medication usage, prescriber behavior, pharmacy metrics, and market dynamics, by using descriptive, predictive, and normative modeling.



Results

Eye-opening insights used to make strategic, data-driven solutions. The company also enjoys significant and ongoing data monetization achieved through selling insights and reports to their network of pharmacies.