

Using Claims Data to Assess Prescribing Landscape for Schizophrenia

As treatment options for schizophrenia evolve, having insight into prescribing trends is critical to understanding the therapeutic landscape, HCP clinical behaviors, referral networks and health outcomes.

In a recent study, the commercial analytics team for a top ten pharmaceutical company used PurpleLab® CLEAR Claims and referral pattern reports to analyze the prescribing trends for schizophrenia which compared Long-Acting Injectables (LAIs) to oral medications, branded and generic.

Let's take a look at steps the team took to assess the prescribing trends:



1. Defined patient cohorts:

Identified patients with a confirmed schizophrenia diagnosis and segmented groups based on the type of treatment received – LAIs, branded oral, or generic prescriptions.



2. Refined cohort groups:

Leveraged CLEAR methodologies, including final claim status, and qualified diagnosis, to create the most accurate and representative patient cohort groups.



3. Tracked prescription volume:

Analyzed datasets to understand the volume of prescriptions written for each group within a timeframe.



4. Examined market share:

Determined the proportion of prescriptions for each medication relative to the total prescriptions in the schizophrenia category to assess the performance of different drug classes over time.



5. Analyzed prescribing trends:

Tracked quarterly shifts in LAI versus oral medication adoption, linking fluctuations to product launches or new recommendations.



6. Segmented by demographics:

Used social determinants of health data to assess the influence of demographic factors on prescribing patterns and gain insight into possible barriers to access and treatment adherence.



7. Evaluated referral patterns:

Used referral pattern reports, derived from provider data, to analyze the specialists-to-PCP interactions and their impact on prescribing behaviors.



What was uncovered?

- The adoption of LAIs increased, notably following new product launches
- LAIs made up ~40% of prescription volume referrals overall
- Demographics and regional variances – with patients 18-34 years showed a high preference for LAIs compared to older patients
- LAI-treated patients tend to have higher rates of adherence, which could lead to better outcomes

Learn how PurpleLab CLEAR Claims and provider data can help assess prescriber trends.

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