

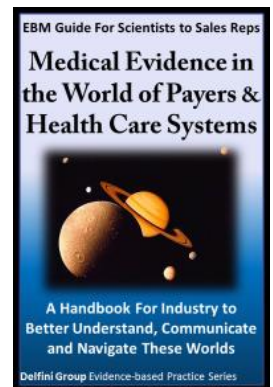
Case Study



Help For Industry

Delfini principals have a long history of working successfully with manufacturers. Activities include—

1. Training company staff + customers in evidence-based methods and clinical improvement including clinical guideline development, implementation and communication aids.
2. Training in working with payers and health systems (guidebook available through Amazon).
 - How industry can improve payer acceptance of clinical evidence through research design and evidence reporting.
 - How to open doors through more effective communication about evidence with payers.
3. Evidence reviews including special analyses and advisements about payer perspectives.
4. Clinical guideline development & decision support tools.
5. Quality improvement project implementation.
6. Evidence- and value-based training and tools for customers.



How We Helped

- Increased knowledge and skills
- Improved evidence reporting
- Unique insights into study data
- Increased insights into customers
- Enhanced customer relations
- Patient-centered care solutions

Results

Accolades for Industry Staff Training & Guidebook

Broad range of attendees from scientists to medical communications to commercial staff and more:

- Critical appraisal of the medical literature and optimal results reporting—improved outcomes
- Bridging the payer/industry divide programs—high praise
- Special analysis of company research—high praise resulting in advisements to top leadership
- Guidebook praises by industry and health plans:
<http://www.delfinigrouppublishing.com/ResourcesEBMIndustryGuideAbout.htm#industry>

Analysis Work

- ISPOR international meeting poster presentation—Critical Appraisal Case Study: Comparing the efficacy of denosumab versus zoledronic acid (ZA) for prevention of skeletal-related events (SREs): a critical appraisal of three pivotal trials: special analysis and approach for evaluating studies with a high degree of attrition.
http://www.delfini.org/Showcase_Critical_Appraisal_SRE_Research.htm
- Safety review. Acceptance from all payers to whom we presented data. Quote: "We will never *not* be able to have this agent on formulary now."
http://www.delfini.org/Downloads/DMARDS_Safety_Review/FINAL_DMARDS_85ss.pdf
- Critical appraisal with advisements and guidance about potential payer perspectives and reactions:
<http://www.delfini.org/DelfiniCriticalAppraisalAdvisoryEnzalutamideScher12.pdf>

"You've helped us present data in ways that are more accessible to payers...."

"Nice discussion on attrition bias!" VP, biostatistics, biotech firm

Customer Training

"...I'd like to offer an unequivocal endorsement of the nature and value of the training and programs Delfini produces and delivers....The comments from my customers (Clinical PharmD's, and MD's) have been consistently excellent...Most importantly, they deliver results, as measured by improved clinical performance on the part of my clients and an enhanced reputation for my company for delivering such high level programs." National Account Manager, pharmaceutical company

Evidence-based Quality Improvement Work Examples

- Irritable bowel guideline: Novartis
- Chronic kidney disease referral guideline: Kaiser Permanente Hawaii
- Deep vein thrombosis prevention guideline for total hip/knee replacement: Kaiser Permanente Hawaii

More information at—

<http://www.delfini.org/delfiniIndustry.htm> & www.delfini.org