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TECH OUTLOOK



ANALYTICAL  
SERVICES  
EDITION

SUPPORTING  
OUTPATIENT  
ONCOLOGICAL  
CARE

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CEO & CO-FOUNDER

# German Oncology

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## SUPPORTING OUTPATIENT ONCOLOGICAL CARE

**T**he cancer care landscape in Germany is undergoing a rapid shift. A cluster of innovative treatment options is emerging from the research and development pipeline, even for a low survival rate of tumour types. Although this pipeline of new drugs promises immediate and significant patient benefits, it also suggests that competition among pharmaceutical companies will increase soon. In such a scenario, these entities need access to real-world data (RWD) to comprehend current diagnostic and treatment behaviour better.

By running analytics on RWD, new and powerful real-world evidence (RWE) can be obtained. However, the potential bias and lack of harmonisation between RWE data sources can hamper its use. "The challenge is to explore data from the real world of oncological patients to understand the present German market and general treatment strategies," mentions Dr Rainer Lipp, MD., Founder and CEO at GermanOncology. Through its network of 25 oncological practices across Germany, GermanOncology can support outpatient care from competitiveness and ensure transparency in patient care.

GermanOncology began reserving a database with more than 25,000 patient files and longitudinal data documentations in 2012 by observing many patients who received varied therapies over a long time. They conducted a data project without pre-existing project

We have created a network of 25 oncological practices across Germany to transmit anonymised detailed data about patients and their treatments

support by pharmaceutical companies. “Based on this reserve database and knowledge of known parameters, we could offer data analyses with a high specificity. We could also use the already existing data in the data base and the structure of the documentation software to enhance number of patients in new centers,” says Dr Lipp.

### Offering Specific Data Analysis

The documentations in GermanOncology’s projects are carried out by study nurses and stored in its documentation software, Oncalizer®. This ensures the proper evaluation of data by medical experts regarding oncological plausibility and traceability before experienced statisticians perform analyses. Further, the company provides that all the data sources—documentation in practice’s software, letters of hospitals, and reports of pathologists—can be used for better outcomes. “We recognised

in our additional consulting projects that not all data of patients remain available in the software of practices and so the data would not be usable for big data processes,” explains Dr Lipp. Additionally, patients’ data is always under strict observation of the data protection authorities. That’s why GermanOncology leverages only anonymised documentations to adhere to the data protection law.”

GermanOncology has also developed Data4GO—a modular and utterly web-based documentation software for collecting and evaluating medical study data. The advantages of a web application are combined with the interaction possibilities of a desktop application. The result is a modular platform that can create individually tailored documentation interfaces in a time-efficient manner.

Participating physicians call up the studies user-friendly using a link and individualised access data via their web browser—without installing additional

software. Unlike many other online systems where the predefined workflow does not allow interruptions in the data collection process, Data4GO enabled users to collect the data in a customised sequence to supplement or modify any time until the end of the study. All changes are documented in history and can be tracked for quality assurance. Inadmissible information is also displayed immediately to enhance the quality of documentation.

### Continuous Innovation is the Key

While Data4GO and Oncalizer® have enabled GermanOncology to set itself as a leader in the German market, the company never turns back from the path of innovation. It is coming up with its new web-based tool, OncoHelp®, to automatically integrate RWE data and specific information and make it accessible for a wide range of users like oncologists, pharmacists, and pharmaceutical companies. The

development and deployment of this web-based information platform will enable users to analyse quarterly data out of the reserve database and compare it to the development of their offered drugs in use in oncological practices.

Pharmaceutical companies can also leverage the tool to operationalise price negotiations with statutory health insurances in the official evaluation of the effectiveness and the benefit assessments. “Our platform allows pharmaceutical companies to rightly understand every stage of their drug development. Additionally, oncologists are equipped with an information platform having a dashboard for RWE data analyses, national and international guidelines in specific tumor, therapy protocols, patient’s brochures, chat or video options, and virtual tumor boards with experts,” says Dr Lipp. He further notes that the first two OncoHelp® platforms for NSCLC and Myeloma will start in Q4/2021 with support from two pharmaceutical companies.

### Conquering the Longitudinal RWE Data Space with Experience

Apart from the enormous reserve database of RWE data, what separates GermanOncology is its expert team. In 2011, GermanOncology was established by three independent oncologists, Prof. Stefan Schmitz, MD., Dr H. Tilman Steinmetz, and Dr Lipp, MD., to support outpatient oncological care from a competitive perspective and ensure transparency in patient care. From day one, more than

officer, Dr Lipp has been instrumental in creating a unique niche for his company. He is a member of numerous oncological societies and various national and international expert boards. Since 2004, Dr Lipp has been a part of the German Health Insurance (DKV/Ergo Group) expert’s network “Best Care”, in which experts focus on oncological second opinions for national and international patients.

Dr Lipp has been well supported by Peter Brecht, who has served as the Senior Business Consultant and authorised signatory at GermanOncology. In the constantly changing environment of the pharmaceutical industry, Mr Brecht has successfully implemented his sound business management knowledge in eight mergers. As the Director of Sales of several companies, he has developed and repeatedly successfully applied new business models, both nationally and internationally, to address customers’ needs.

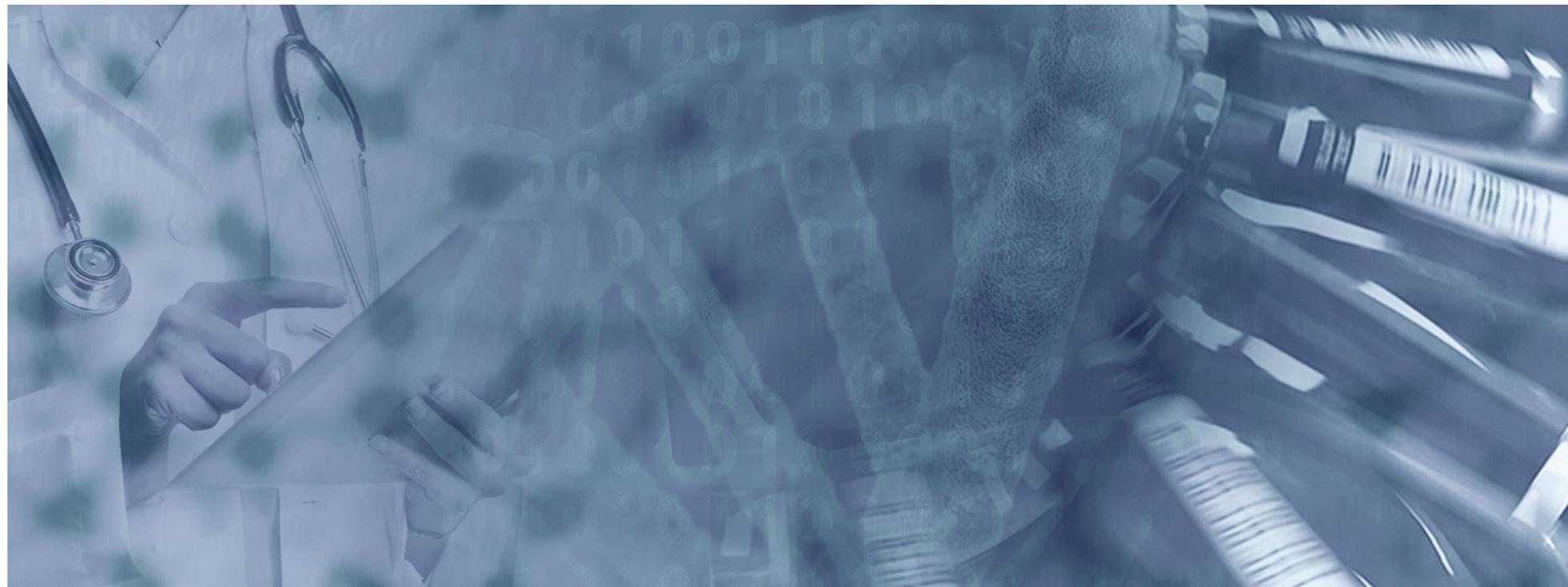
With such experienced veterans at its helm, GermanOncology has indeed carved a unique niche in the industry. Dr Lipp informs, “We see GermanOncology as the leading company for longitudinal RWE data in oncology with a high focus on oncological practices.”

The coming years will witness several innovations from this leader. GermanOncology is currently implementing RWE data in the information platform—OncoHelp®—over a dashboard with several options for analyses. “The platform has been designed in a way that different data sources can be integrated and analysed automatically. We are planning to offer this concept of information platforms to entire Europe with integration of data from other European countries. The steps of expansion to Europe are currently under discussion,” he concludes. 

“We see GermanOncology as the leading company for longitudinal RWE data in oncology with a high focus on oncological practices”

80 oncologists—working as statutory health insurance physicians out of more than 35 practises throughout Germany—have been involved in projects of the GermanOncology Network. However, the company had to dissolve the involvement of oncologists in 2016 owing to corporate law and start its journey as a pure service delivery company aimed at revolutionising outpatient oncological care.

Being a board-certified specialist in internal medicine, haematology and oncology, and the chief medical



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A gold award badge with a shield shape containing the text "TOP ANALYTICAL SERVICES PROVIDER IN EUROPE 2021". At the bottom of the shield, it says "Recognised by" above the "pharma" logo.

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