Veeva

mannkind

MannKind Generates Rapid Field Insights with Veeva Nitro

Global biopharmaceutical company rapidly implements a commercial data warehouse to support field teams with better business insights during product expansion.

463 million adults have diabetes currently, a number expected to rise to 700 million by 2045, according to the International Diabetes Foundation.[1] That is why MannKind Corporation (NASDAQ: MNKD) has introduced innovations such as Afrezza®, a rapid-acting inhaled insulin for type 1 and type 2 diabetes.

To support the global expansion of Afrezza, MannKind implemented Veeva Nitro, a next-generation commercial data warehouse, to support its field force with real-time insights to help reach and educate physicians.

MANNKIND – AT A GLANCE

- HQ: Westlake Village, CA
- Focus: Therapeutics for diabetes and pulmonary arterial hypertension
- Key drug: Afrezza® for injection-free administration of insulin for type 1 and 2 diabetes

Success highlights with Veeva Nitro

Deployed data warehouse in **under six months**

Immediate data availability

Launched with **field analytics**

[1] International Diabetes Foundation (2020). Diabetes facts & figures. Retrieved from www.idf.org/aboutdiabetes/what-is-diabetes/facts-figures.html

Getting field teams access to data

As a small biopharma, MannKind did not have the same resources as its larger incumbent competitors. It knew it had to enhance its capabilities in an efficient manner in order to scale global operations. The commercial team searched for a data warehouse that could help them overcome some of their existing challenges, including disjointed data sources, dependence on manual reporting and analysis, as well as inefficient user experience for field reps.

Unify Diverse Data Sources	Simplify Reporting	Simplify Analysis	Streamline Access
Copay, voucher, 852, factory sales, Rx, sample, marketing	From fully manual reporting to actionable field insights	From spreadsheets to tailored home office dashboards	Streamlined access and logins for field reps

"To be competitive, we needed a way to ensure that our field teams had access to actionable insights in an easily consumable format," said Andrew Zepfel, associate director of sales operations. "With Veeva Nitro, our reps get up-to-date HCP-level data directly in the field, giving them important information as they make the call."

A next-generation commercial data warehouse that delivers fast business insights

MannKind selected Veeva Nitro as the commercial data warehouse to deliver the insights its field teams needed to drive its global product expansion. The selection was based on Veeva Nitro's ability to:

- Easily add new life sciences data sources,

- Deliver faster, more user friendly, and actionable insights to field teams, and

- Create a single source of truth to develop executive scorecards and dashboards.

"As we generate more data, managing new data sources will become progressively more complex," adds Traci Centofanti, director of IT at MannKind. "Veeva Nitro is highly flexible and scalable. It allows us to easily add new data sources without any significant IT burden from us."

About Veeva Systems

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