



USE CASE

# NorstellaLinQ: Complex Cohort Identification Fuels Real-Time HCP Targeting

A large manufacturer preparing for the launch of its new oncology therapy sought a deeper understanding of the specific disease state. The company's market access team wanted to track specialist referral patterns and determine the average time between diagnosis and treatment. The manufacturer also needed to identify patients who were potentially eligible for its product, along with their prescribing providers.

## Scenario

As the oncology therapy treats two separate conditions, the manufacturer realized it would need to stratify patients by tumor type and disease progression in order to identify the right patient cohorts. The pharma company also hoped to determine the top treating providers by specialty in order to guide its HCP education and targeting efforts.

The manufacturer reached out to MMIT, who recommended leveraging its integrated real-world data assets, powered by [NorstellaLinQ](#), to accomplish its goals. The longitudinal claims, labs, and EMR data—coupled with MMIT’s payer coverage and restriction data—would allow for broad identification of patients impacted by each condition, along with stratification by tumor type.

## Solution

First, the MMIT data analysts worked to capture a five-year historical record of patients diagnosed with the cancer in question. The team used diagnostic and procedure codes from claims and EMR data to extract this population, along with lab test results that revealed tumor biology. As claims do not always specify a diagnosis, the team used natural language processing (NLP) to comb through unstructured clinical notes within its EMR data—surfacing ten times as many patients as claims data alone.

Next, the team created complex patient segments to sort patients based on where they were in their treatment journey. Segmentation included criteria such as surgery, diagnosis timeline, tumor grading, and disease progression. The analysts worked closely with the manufacturer on category definitions to best pinpoint its patients of interest.

## Success

With [NorstellaLinQ](#), the manufacturer delivered more than 2,000 actionable Trigger Alerts and identified 800 newly diagnosed high-risk patients. There was a 90% provider match rate for confident, targeted outreach and improved alignment between brand strategy and field execution.

“Since we moved from another vendor and started working with MMIT, we’ve seen over \$800 million in ROI,” the company’s associate director said. “It’s by far the most impactful project I’ve ever been a part of, and I was impressed by the strength of MMIT’s real-world data and the creativity of their clinical and AI teams.”

Alerts guided HCP conversations based on real-time eligibility and patient status. The initiative not only supported tactical execution, it validated the brand’s high-risk profile definition and opened doors for expanded use cases. MMIT’s depth of data unlocked clinical insights from EMR, labs, and claims that were not available through claims alone, and alerts were aligned to brand-specific inclusion/ exclusion logic. Triggers were delivered within three to six days of a clinical encounter and supported future applications including segmentation, non-personal promotion, and omnichannel strategy.

[NorstellaLinQ](#) helps pharma companies improve patient access and increase utilization in complex therapeutic areas.

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