



USE CASE

NorstellaLinQ: Targeting Patients and Fueling Brand Strategy with Trigger Alerts

How a Multiple Myeloma Brand Used Trigger Alerts to Identify High-Risk Patients

When a pharma manufacturer needed to reach the right physicians with the right message, it reached out to MMIT for help.

Scenario

A top pharmaceutical manufacturer specializing in multiple myeloma needed a better way to identify newly diagnosed and relapsed high-risk patients, particularly those with specific genomic markers like t(4;14) or MMSET that were critical for appropriate therapy selection.

Relying on claims alone left them blind to the clinical nuance that determines eligibility, urgency, and treatment behavior. They lacked the depth, speed, and context to:

- Detect and define high- and ultra- high-risk patients with precision

- Identify which physicians were actively managing these patients
- Deliver field-relevant, timely insights to engage HCPs at the moment of clinical need

Their goal was to translate a highly targeted patient strategy into real-world brand execution, but without clinical visibility, opportunities were missed.

Solution

MMIT partnered with the brand to develop custom patient profiles using NorstellLinQ's tokenized, linked, and expert-curated real-world data, including unstructured EMR notes, lab results, and claims.

By combining rich clinical inputs and AI-driven processing, MMIT delivered a trigger alert solution designed to match the brand's exact inclusion and exclusion criteria—ensuring outreach only occurred when patients met the right thresholds.

Key components included:

- NLP extraction of "high-risk" patient indicators from EMR notes
- Stratification by biomarkers (e.g., t(4;14), MMSET), lab values, and R-ISS staging

- Weekly, field-ready alerts mapped to NPI with a 90% HCP match rate
- Structured delivery to align with field force cadence and CRM workflows

These alerts equipped field reps with timely, relevant reasons to engage HCPs, helping guide treatment conversations in real time.

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. 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.

Integrated Data for Transformative Insights

MMIT's real-world data, powered by [NorstellaLinQ](#), delivers the clinical depth and operational agility teams need to turn strategy into action—bringing life-changing therapies to market faster.

CONNECT TODAY

