

NorstellaLinQ: Unlocking Value Potential for a Client's Rare Disease Treatment

Overview

A pharmaceutical manufacturer faced challenges in identifying patients early in the treatment journey for a rare disease, aiming to improve its medication uptake. The client was aiming to:

- ✓ Identify new revenue opportunities by uncovering untreated patient populations.
- ✓ Tackle healthcare access disparities affecting underserved groups.
- ✓ Optimize provider engagement and reimbursement strategies.

Challenge

The client's therapy faced lower-than-expected uptake, and the underlying causes were unclear. They approached MMIT to gain deeper insights into identifying new patients and understanding competitive treatment dynamics.

Solution

MMIT partnered with the client to deliver data-driven strategies, leveraging its real-world data assets (RWD) known as NorstellaLinQ, including claims data and unstructured electronic medical record (EMR) notes. With NorstellaLinQ, MMIT generated insights around:

- Net-new patient identification tied to revenue potential through wholesale acquisition costs and dosing data.
- Treatment dynamics and payer policies, revealing patterns like higher pharmacy benefit utilization.
- Guidance on improving HCP alignment using unstructured EMR notes and claims data to optimize referral pathways and reimbursement strategies.

Outcome

MMIT's expertise in translating complex RWD into actionable strategies allowed the client to achieve business growth while advancing equity and patient access. These insights not only aligned with the evolving payer landscape and value-based care trends, but also set a new standard for leveraging real-world data to transform patient outcomes and provider engagement strategies.

NorstellaLinQ helps unlock revenue opportunities and improve access in complex therapeutic areas.

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