MMIT
a norstella company

Introducing Trigger Alerts

Get closer to the patient than ever before—
and act when it matters most.

What's Missing?

> Treatment rationale buried in unstructured notes

> Disease progression and staging

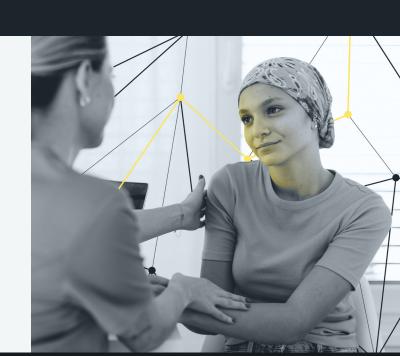> Biomarker mentions, dosing shifts, and line-of-therapy indicators

> The *why* behind clinical behavior— not just the billing code

You're Missing the Signal Beneath the Surface

Claims data can't tell you what's actually happening with your patients—not why treatment changed, what the latest labs revealed, or whether a physician is considering switching therapies.

You're left reacting weeks too late, targeting the wrong HCPs, or missing the patient entirely.

You need more than lagging claims. You need real-time, clinically-rich signals that show you who to engage, when, and why.

Trigger Alerts

From insight to action in as few as 2 days

Built on NorstellaLinQ's tokenized, linked, and expert-curated EMR data, Trigger Alerts surface high-value patients and their treating physicians within days of a clinical event—so you can act while it still matters.

Whether you're driving first-line uptake, capturing switch opportunities, or re-engaging prior prescribers, Trigger Alerts power precision outreach at scale.

Designed for Commercial Impact

Speed Wins

Trigger Alerts deliver signals as soon as **2 days post-encounter**—not weeks later like claims data—giving your team the earliest possible advantage.

Precision Drives ROI

Our clinical experts build patient profiles around what matters to your brand—**stage, biomarker status, treatment switches, or risk indicators.**

Closer to the Patient than Ever Before

EMR data reveals what claims can't—**notes, rationale, lab values, imaging insights**—empowering brand and field teams with richer targeting intelligence.

Built for Your Workflow

Delivered weekly, bi-weekly, or near-real time—and ready for use in CRM, omnichannel campaigns, or rep call planning.

How It Works

Custom Clinical Profiles tailored to your brand strategy

Daily EMR Updates from 50+ health systems

NLP + Stratification across tumor type, mutation, risk, stage, and more

Trigger Delivery with NPI-level insights for targeted HCP outreach

Client Case Study

With Trigger Alerts, a top 10 pharma company in hematologic oncology:

> Identified 25,000+ new high-risk patients

> Delivered alerts 3–6 days post-encounter

> Achieved 10x increase in weekly alert volume

> Drove tighter alignment between brand strategy and field execution

Fast. *Flexible.* Client-Tuned.

Once your custom NLP model is deployed, **new clinical notes flow directly into your alert stream.**

✓ Trigger delivery in as few as 2 days

✓ Average across clients: ~6 days

Timing may vary based on EMR vendor de-identification and note obfuscation schedules.

Let's Talk

Trigger Alerts powered by NorstellaLinQ bring you closer to the patient, earlier in their journey, with the clarity your brand and sales teams need to act fast.

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