

# Unstructured EMR Data, Unmatched Clinical Insights



Did you know that 80% of rich, clinical details in the EMR are unstructured data? Buried within physician notes, specialty consultations, and other unstructured records are insights that could transform patient identification, disease understanding, and treatment strategies. But without structure, these valuable details remain untapped.

At MMIT, a Norstella company, we turn unstructured EMR notes into longitudinal, analytics-ready data, giving you the power to:

- Identify hard-to-define and rare patient populations
- Understand disease progression
- Benefit from precision targeting through trigger alerts
- Optimize HCP engagement strategies
- Uncover new treatment opportunities

## How We Do It

We receive unstructured physician notes that have already been de-identified and tokenized using a common industry-standard token. From there, we apply a rigorous, responsible, and commercially focused process to make the data usable and compliant:

### Cleaning and Linking

We first clean and link the tokenized data to ensure consistency, completeness, readiness for transformation, and alignment to the NorstellaLinQ format that undergoes formal Expert Determination.

### HIPAA-Aligned De-identification Verification via Expert Determination

All unstructured data undergoes formal expert determination to ensure it is de-identified in accordance with HIPAA standards.

### Clinically Guided, AI-Enhanced Curation

Our clinical and data teams extract meaningful insights using a combination of human expertise and natural language processing to ensure accuracy, completeness, and commercial relevance.

### Standardization with Expert-Driven Rules and Data Dictionary

Following expert determination, we apply a standard data dictionary informed by expert-defined rules. These guidelines are used to normalize all future incoming data—ensuring every dataset adheres to the same de-identification and compliance standards.

### Structured Output for Insights and Activation

The result is clean, analytics-ready data tables that support segmentation, visualization, and smarter HCP engagement across brand, market access, and field strategies.

**Treating Physicians**  
NPIs mentioned in notes

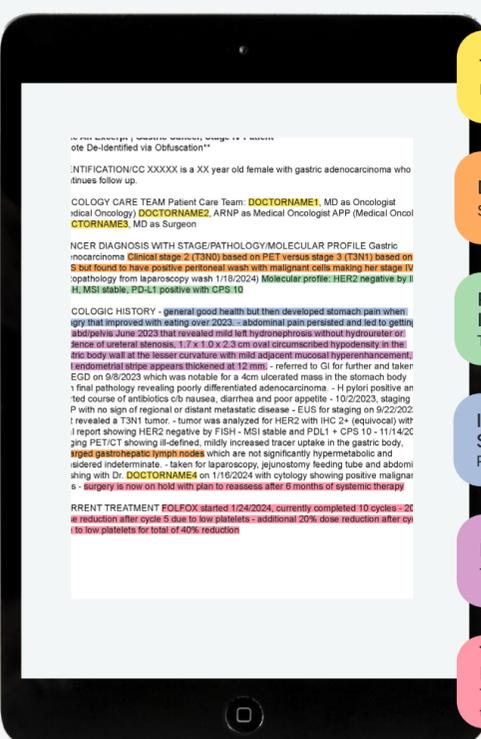
**Disease Progression**  
Stage, TNM status

**Pathology and Genetic Insights**  
Testing type, mutation status

**Initial Signs and Symptoms**  
Patient reported insight

**Radiology**  
Tumor size and location

**Treatment and Procedure Insights**  
Treatment history, line of therapy, treatment response

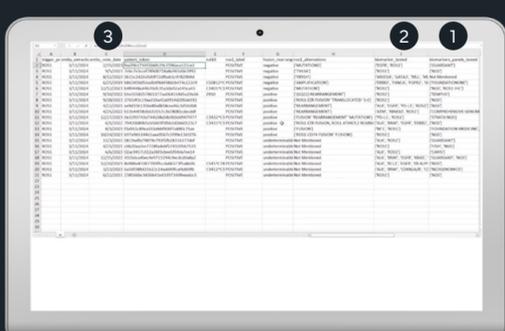


## Longitudinal, Analytics-Ready Data

Our process gives commercial teams a deeper, more actionable view into the patient journey—unlocking insights that traditional data sources miss.

From rich, physician-dictated clinical notes, you gain access to:

- 1 HCP details that support precision targeting prior to a treatment decision.**  
Surface NPIs mentioned in notes to guide field deployment and engagement planning.
- 2 Biomarker testing details that reveal physician sentiment about potential treatment options.**  
Understand how doctors are thinking, even before a prescription is written.
- 3 Treatment details that allow for complex segmentation.**  
Analyze by surgery history, diagnosis timeline, disease progression, treatment response, and more.



## What Is NorstellaLinQ?

All of this is powered by NorstellaLinQ—the industry's first fully integrated real-world data asset, purpose-built to bring commercial teams closer to the patient than ever before.

Developed by our parent company Norstella, NorstellaLinQ seamlessly unifies:

- Real-time EMR data (including physician notes)
- Open and closed claims
- Lab tests and results
- Coverage and benefit design data

By combining this breadth with advanced NLP capabilities, NorstellaLinQ reveals the patient context that traditional datasets can't. That means faster, more informed decisions across your brand, market access, and sales strategies.



### These Insights Help You...

- Reach the right HCPs at the right time
- Understand real-world drivers of prescribing behavior
- Identify earlier opportunities for intervention
- Spot unmet needs and shape access strategies

## Unlock Deeper Patient Insights to Drive Smart Commercialization

Let's get started. Connect with our RWD Insights team today, and see how our longitudinal data assets can illuminate your path to patients.

**GET STARTED**

