



USE CASE

# NorstellaLinQ: Empowering Early Disease Diagnosis with Real-World Data

How One Manufacturer used NorstellaLinQ to Identify Patients and Guide Commercialization Strategies

When a global biopharma company needed a robust, data-driven way to understand and track disease screening patterns, it reached out to MMIT for help.

## Scenario

A global biopharma company with a diabetes therapy needed to quantify the national rate of early disease screenings and gauge physician sentiment. It wanted to assess how screening rates varied geographically and over time, plus physician intention, to see where screening rate changes could shape commercialization efforts.

Identifying early-stage patients within real-world data is complex. Claims and lab data often lack detail to differentiate between certain diagnoses, understand

clinical reasoning behind diagnostic tests, and detect early disease onset that precedes formal ICD-10 coding. This diagnostic ambiguity made it difficult to build a high-confidence patient cohort and evaluate the effectiveness of early detection efforts.

## Solution

The company partnered with MMIT, which used NorstellinQ, biopharma's first fully integrated data asset, to find a solution that combined clinical expertise, AI-powered insights, and multimodal data integration.

Over a six-week period, the teams defined precise identification logic and clinical signals. During an eight-week model development phase, advanced machine learning and natural language processing classified patient stage and type from unstructured EMR notes, incorporating autoantibody (Aab) testing

patterns, physician sentiment, and behavioral trends to build HCP-level triggers. Large language model-driven insights validated directional hypotheses drawn from structured data.

This surfaced nuanced signals like physician intent, test-ordering behavior, and specialty-specific diagnostic trends, plus physician sentiment and decision-making factors, giving a more accurate view of national Aab test ordering patterns.

## Success

With NorstellinQ, the client merged the depth of unstructured EMR data with the breadth of structured data to gain comprehensive insights into disease screening activity, including geographic and specialty-specific trends and how they changed over time, as well as patient demographics and HCP specialties responsible for early detection.

Actionable insights and KPIs from the project drove commercialization, engagement strategies, and real-

world evidence development, including targeted support for field deployment, educational outreach, and alignment of field team incentives.

With these insights, the client has a repeatable, scalable model to identify early diagnosis in this and other hard-to-detect disease states—ushering in a new era of data-driven precision in early patient identification.

**NorstellinQ** paves the way for breakthroughs in drug development and commercialization and helps you bring life-changing therapies to market faster.

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