



USE CASE

# NorstellaLinQ: Gain Real-Time Insights on High-Risk Patient Populations with Real-World Data

How One Manufacturer used MMIT's Data Solutions to Identify High-Value HCPs and Patients for Targeted Therapy

When a manufacturer specializing in multiple myeloma therapies needed a clearer picture of high-risk patients and the physicians treating them, it reached out to MMIT for help.

## Scenario

A pharmaceutical company faced a significant challenge in identifying high-risk patients for specific therapies, particularly those with certain genomic profiles crucial to effective treatment. The company needed greater visibility into which patients were appropriate for therapy, as well as a clear picture of the physicians treating these patients.

The manufacturer's primary goal was to accurately identify newly diagnosed and relapsed patients with

specific genetic markers to help guide physician treatment decisions. However, they struggled due to a lack of in-depth genomic data, which prevented the identification of patient profiles necessary to define their high-risk population.

## Solution

MMIT collaborated with the company to address these challenges. By integrating and analyzing extensive datasets—including electronic medical records (EMRs), lab results, and claims data—MMIT helped the company develop detailed patient profiles. These profiles focused on newly diagnosed multiple myeloma patients and those with early-stage conditions, facilitating targeted identification of patients based on specific genetic markers and risk factors.

MMIT delivered more than 2,000 actionable field alerts to the company, enabling the identification of new high-value HCPs and patients. The field alerts contained insights on high-risk and ultra-high-risk patients, helping the company communicate critical treatment information to the appropriate physicians. Additionally, MMIT provided weekly reports, which matched patients to specialty providers with a 90% success rate.

## Success

Through this partnership, MMIT's data solution helped the manufacturer achieve a deeper understanding of their patient populations and significantly improve physician engagement. The project yielded more than 2,000 actionable triggers, leading to productive conversations with HCPs and the identification of 800 newly diagnosed patients.

These insights allowed the manufacturer to better meet their inclusion and exclusion criteria for patient profiles,

leading to improved national provider identifier (NPI)-level reporting and targeted physician engagement. The outcome not only led to higher patient conversions to the manufacturer's therapy, but also helped the manufacturer make more informed, data-driven decisions, opening doors for future use cases and collaboration opportunities.

## Get Closer to the Patient than Ever Before

MMIT's real-world data powered by [NorstellaLinQ](#) paves the way for breakthroughs in drug development and commercialization and helps you bring life-changing therapies to market faster.

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