MMIT a norstella company

USE CASE

# NorstellaLinQ: Refining Rare Disease Targeting with Real-World Data

## Overview

A mid-sized pharma company needed to identify patients for a rare disease and complex indication. The company's early-stage new product planning team wanted to:

- Understand how intermediate-risk cancer patients were diagnosed and treated.
- Learn diagnosis and treatment information for rare disease patients with an uncommon ICD-10 code and biomarker tests.

## Challenge

The company wanted to identify the prevalence, diagnosis, and treatment journey of an often-misdiagnosed sub-population who do not always test positive for a disease biomarker but are still associated with the disease.

## Solution

NorstellaLinQ's EMR unstructured physicians' notes plus open claims diagnosis-based business rules identified a narrower patient population. This included patients who underwent biomarker testing but didn't receive a positive result, yet exhibited common comorbidities associated with the disease. A patient journey analysis identified the most frequent diagnostic sites for accurate diagnosis and treatment. Then, the team mapped physicians performing tests and adhering to treatment guidelines for each condition.

## Outcome

MMIT, using NorstellaLinQ, outlined the business rules used for patient population refinement and trends in biomarker testing and treatment for intermediate-risk cancer and the rare disease. A site and NPI map of physicians conducting diagnostic tests, segmented by focus geographies and conditions, helped the client with physician targeting and marketing efforts.

The insights were used by multiple teams to develop target product profiles for pipeline agents across both indications, aiding strategic decision-making.

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

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