

Stop Flying Blind. Start Targeting with Greater Precision with NorstellaLinQ.

Commercial success depends on timing.

You need to identify high-value patients earlier, influence the right prescribers, and adapt quickly to changing market conditions. But most real-world data only tells part of the story—leaving your teams guessing at what's driving patient need, prescriber intent, or switching behavior.

The result? Generic engagement, mistimed messaging, and underperforming brand execution.



The NorstellaLinQ Difference

Forget messy data pipelines and fragmented vendor networks. NorstellaLinQ is your all-in-one, fully linked, clinically-validated real-world data ecosystem—built to help commercial teams move with precision.

We combine open and closed claims, structured and unstructured EMRs, lab results, SDOH, and mortality data into a single, expertly curated asset – fully tokenized, expert-determined, and ready to act on.

With **74B+ clinically validated data points** and **90% token linkage**, NorstellaLinQ empowers your team to:

- Track comprehensive patient journeys
- Map prescriber influence with unmatched NPI-level precision
- Spot adoption signals and market shifts – before your competitors do

Delivered your way, and ready to drive action across commercial functions.

Why Commercial Teams Choose NorstellaLinQ

Expertly Linked for Real-World Clarity

Drive precise targeting, sharper messaging, and better forecasting with data that reflects how care actually happens—not just how it's billed.

NorstellaLinQ connects the dots others miss—combining expert-curated, tokenized data across open and closed claims, structured and unstructured EMRs, labs, SDOH, and mortality.

You get more than billing codes—you get the story behind every decision.

Proprietary AI models surface hidden patient populations, prescriber patterns, and emerging market trends

Custom algorithms filter noise and deliver high-impact insights—no manual data stitching required

Predictive analytics uncover early treatment adoption, therapy switching, and HCP behavior—so your team can move faster than the competition

Deep EMR insights reveal treatment rationale, dose changes, disease progression, and physician sentiment

NPI-level linkage across sites of care uncovers true HCP influence and referral networks

Clinically validated and expert-determined—curated for commercial strategy, not just compliance

AI-Powered, Clinically-Validated Technology

Outpace the market with AI that reveals hidden patient populations, emerging trends, and high-impact HCPs—so your teams can move from insight to action faster and drive smarter, more competitive strategies.

Choose how you receive insights: files (parquet, CSV, text), cloud, dashboards, insights reports, consulting services, or through our integrated analytics platform

Trigger Alerts notify sales and brand teams when key patient or prescriber activity occurs

Expert-guided support ensures every delivery is aligned to your goals—with data pre-validated for commercial use cases

Flexible Delivery, Expert Support

Accelerate commercial execution with flexible delivery, AI-powered targeting, and expert guidance—so every insight is actionable, aligned to your goals, and ready to drive impact.

Data Highlights: A 360° View of Real World Care



EMR Data

50M+ U.S. lives

2.5B+ structured and unstructured clinical records, including 3B+ note extracts

Sourced from 50+ health systems and 600+ hospitals—across all care settings and EHR platforms

Approximately 60% academic medical centers and 40% community health systems and IDNs, ensuring both depth and diversity

Clinician notes capture nuance often missed in structured data—such as disease stage, biomarker results, therapy rationale, dosing adjustments, and comorbidities

Includes lab and treatment data from leading diagnostic labs

Longitudinal and linked at the NPI level across prescribers, facilities, and encounters



Claims Data

Open: 300M+ U.S. lives | Refreshed weekly

Closed: 245M+ U.S. lives | Refreshed monthly

Includes 55% Commercial, 40% Managed Medicaid, 6% Medicare Advantage

Directly sourced from clearinghouses/switches

NPI Type I & II coverage



Lab, Genomic and Biomarker Data

Data from extensive reference labs and EMR-based labs across 1,100+ hospitals

Includes genomics, molecular diagnostics, and biomarker data



Social Determinants of Health (SDOH)

140M+ U.S. lives with household-level SDOH

Largest U.S. repository of consumer insights



Mortality Data

40,000+ sources including national and regional death records

Smart Segmentation. Sharper Engagement. Stronger Performance.

Delivered how you need it, our data helps you act faster, target smarter, and bring life-changing therapies to the right patients—at exactly the right time.

[GET STARTED](#)