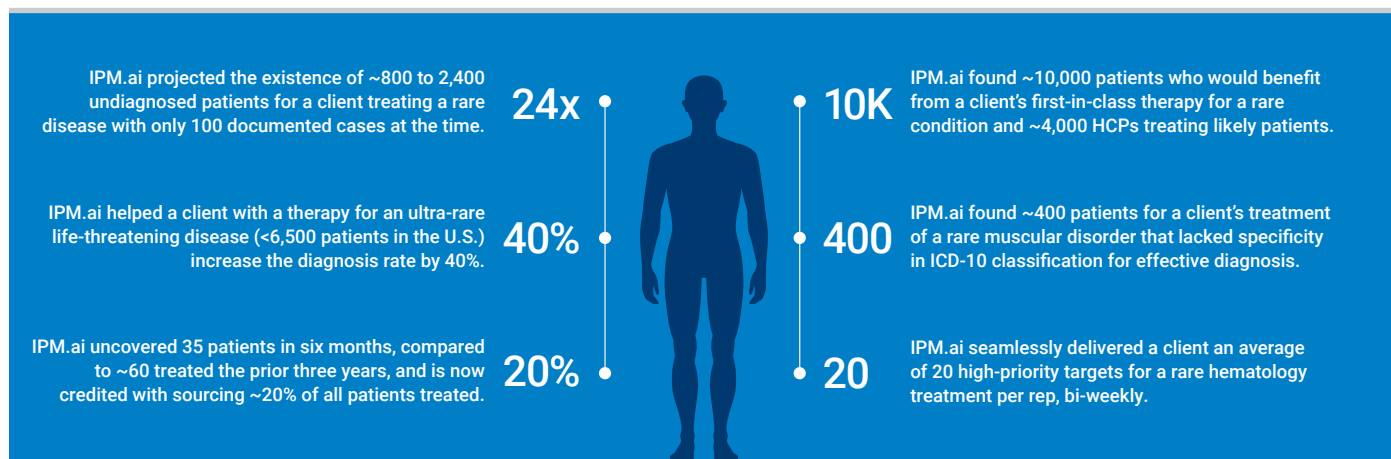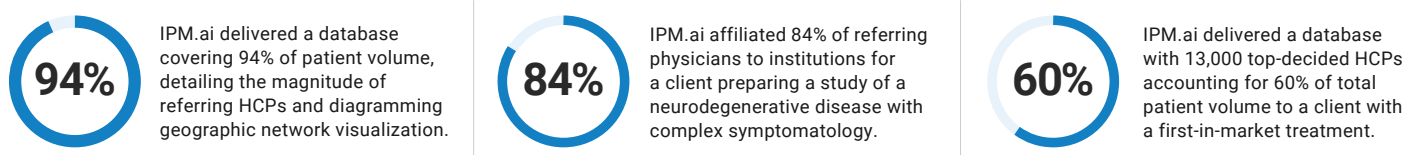# ipm.ai

Optimizing Patient Outcomes for Specialty and Rare Diseases

Specialty and rare diseases are characterized by undefined patient populations that are regularly undiagnosed or misdiagnosed, healthcare providers who are unaware of disease states and their manifestations, as well as treatment journeys that are not well-understood. IPM.ai transforms real world data into real world insights to uncover the ideal patient and their healthcare ecosystem so that life sciences companies can accelerate the commercialization of life-saving therapies for specialty and rare diseases that lead to optimal patient outcomes quicker, with less risk. Examples of the value we provide to clients include:

Patient Finding

24x — IPM.ai projected the existence of ~800 to 2,400 undiagnosed patients for a client treating a rare disease with only 100 documented cases at the time.

10K — IPM.ai found ~10,000 patients who would benefit from a client's first-in-class therapy for a rare condition and ~4,000 HCPs treating likely patients.

40% — IPM.ai helped a client with a therapy for an ultra-rare life-threatening disease (<6,500 patients in the U.S.) increase the diagnosis rate by 40%.

400 — IPM.ai found ~400 patients for a client's treatment of a rare muscular disorder that lacked specificity in ICD-10 classification for effective diagnosis.

20% — IPM.ai uncovered 35 patients in six months, compared to ~60 treated the prior three years, and is now credited with sourcing ~20% of all patients treated.

20 — IPM.ai seamlessly delivered a client an average of 20 high-priority targets for a rare hematology treatment per rep, bi-weekly.

HCP Mapping

94% — IPM.ai delivered a database covering 94% of patient volume, detailing the magnitude of referring HCPs and diagramming geographic network visualization.

84% — IPM.ai affiliated 84% of referring physicians to institutions for a client preparing a study of a neurodegenerative disease with complex symptomatology.

60% — IPM.ai delivered a database with 13,000 top-decided HCPs accounting for 60% of total patient volume to a client with a first-in-market treatment.

11,000 — IPM.ai uncovered 11,000 high-value treaters for a specialty neuromuscular treatment, including 47% more high-value neurologists.

7,000 — IPM.ai found ~7,000 HCPs treating hidden patients for a disease with less than 2,000 patients, raising the positive-patient ID rate to more than 10%.

4,000 — IPM.ai developed a database prioritizing HCPs seeing the 4,000 most likely patients for a client's early-stage program for a rare genetic condition.

About IPM.ai

IPM.ai (www.ipm.ai), part of Real Chemistry, is an Insights as a Service (IaaS) provider that empowers the world's leading life sciences companies to better understand and improve the lives of patients through the commercialization of precision medicine for specialty and rare diseases. IPM.ai's system of insight optimizes drug development, clinical study, product launch and commercial operations by utilizing granular-level longitudinal analytics, artificial intelligence and machine learning in conjunction with a real world data universe of over 300 million de-identified patient journeys and 65 billion anonymized social determinants of health signals.