

Empowering the Field Through Market Insight

INTRODUCTION

Specialty and rare diseases have undefined patient populations who are undiagnosed or misdiagnosed, health care providers (HCPs) 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 that uncover the ideal patient, their treatment journey and their healthcare ecosystem so that life sciences companies can accelerate the successful development and commercialization of life-saving therapies for specialty and rare diseases that lead to optimal patient outcomes quicker, with less risk.

THE CHALLENGE

Our client, a multinational biopharmaceutical company, was promoting an in-line biologic to treat a rare hematology condition. The client's existing account sales data lacked the granularity to deliver provider-level insights and the purchased data lacked the coverage and recency of IPM.ai's patient-level data.

THE SOLUTION

IPM.ai longitudinally analyzed 300M US patients over 10 years of history to identify their first incidence of diagnosis and construct alerts to identify newly diagnosed, SOC treated, and 2L treated patients.

THE OUTCOME

IPM.ai mapped the top heme-oncology and med-oncology providers who previously had been masked by accounts and sales data, uncovering a strong overlap in the client's top heme targets (64%), while continuously identifying new targets. IPM.ai seamlessly integrated results into the client's custom Veeva field interface and enhanced the static semesterly call plan with real-time insights and dynamic targeting to deliver an average of 20 high-priority targets per representative on a biweekly schedule.

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About IPM.ai

IPM.ai (www.ipm.ai), a 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.