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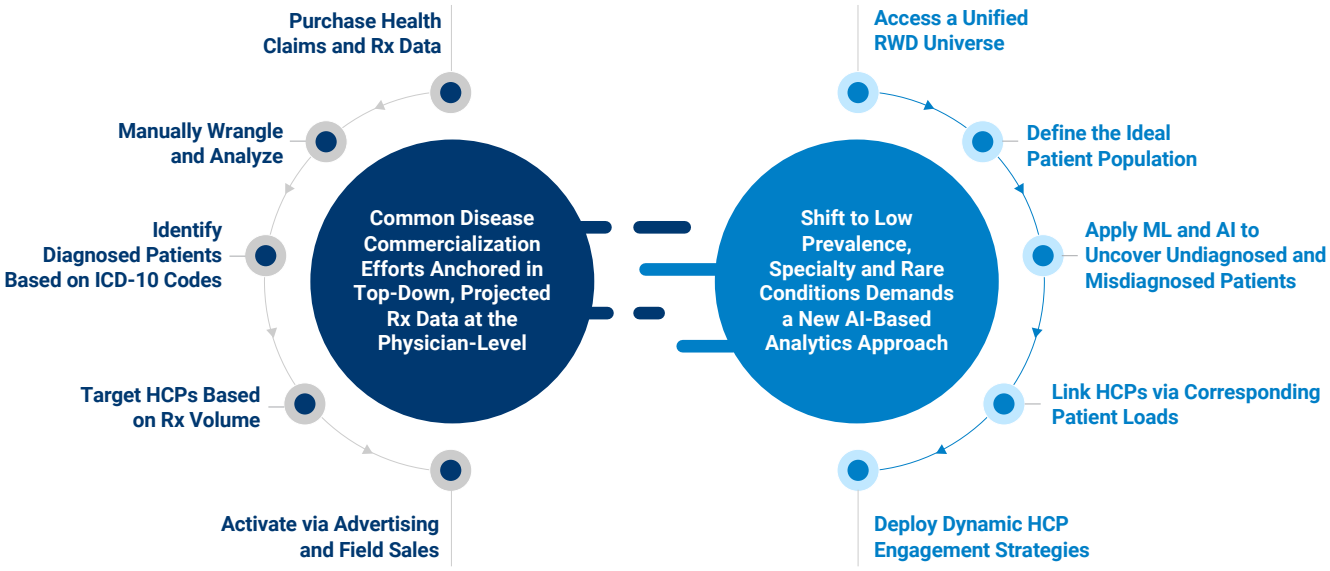
PART OF REAL CHEMISTRY

Improving the Commercial Outcomes of Specialty and Rare Disease Treatment

THE CHALLENGES OF SPECIALTY AND RARE DISEASES

Commercializing a specialty or rare disease therapy, and thus assuring the greatest number of patients have access to life-saving treatments, has unique challenges compared to common diseases. The reason? Both the general public and the healthcare community are unaware of specialty and rare conditions. With low prevalence rates, a lack of ICD-10 designations and limited therapeutic options, physicians have minimal understanding of disease states, progressions and symptomatology. In addition, the genetic variability of these uncommon conditions results in highly differential presentations that lead to large numbers of undiagnosed or misdiagnosed patients. Until now, no one had the necessary people, processes, technology and data to help life sciences optimize the launch of a new drug, establish it as the treatment of choice and attain peak sales forecasts. Enter IPM.ai.



CONVENTIONAL COMMERCIAL OPERATIONS PLAYBOOK NOT APPLICABLE FOR UNCOMMON DISEASES

COMMON CONDITIONS		SPECIALTY/RARE DISEASE
High/Primary Care Focused	DISEASE PREVALENCE	Low/Specialty Care Focused
Known and Diagnosed	IDEAL PATIENT	Unknown and Mis/Undiagnosed
Low with Adherence Risks	PATIENT LTV	High with Critical Dependency
High and Efficient	PATIENT TO HCP RATIO	Low and Inefficient
Programmatic	HCP ENGAGEMENT	Personal Promotion
Rx and/or ICD-10 Claims	DATA AVAILABILITY	Unified RWD and RWE
Manual Data Wrangling & Analysis	ANALYTICS APPROACH	ML and AI-Driven Decision Science

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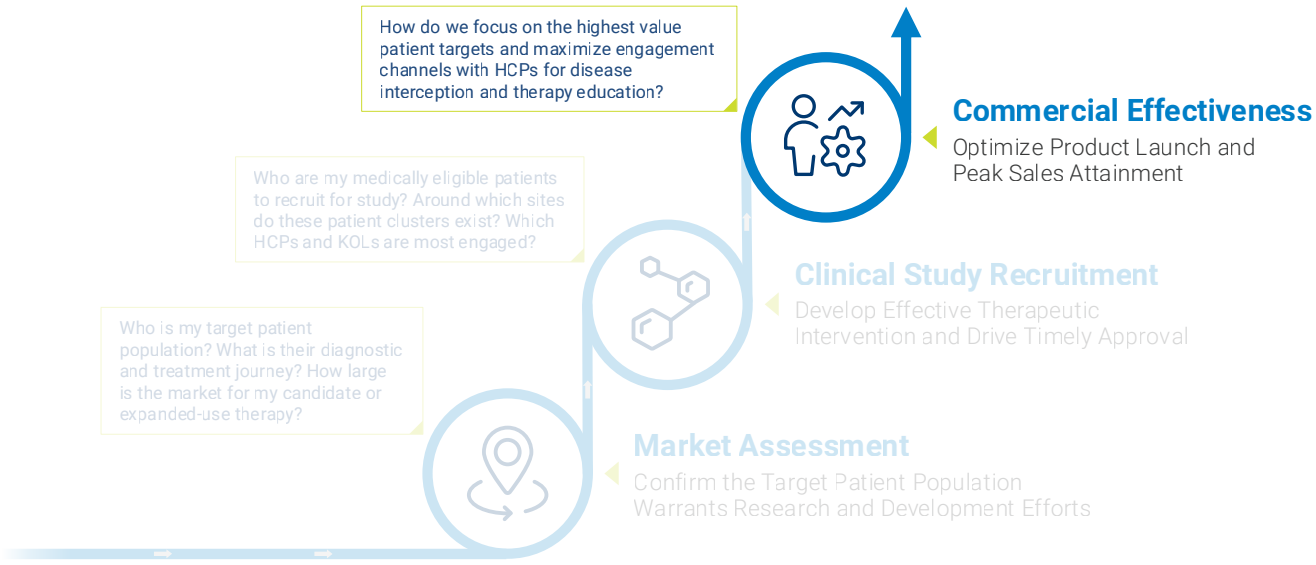
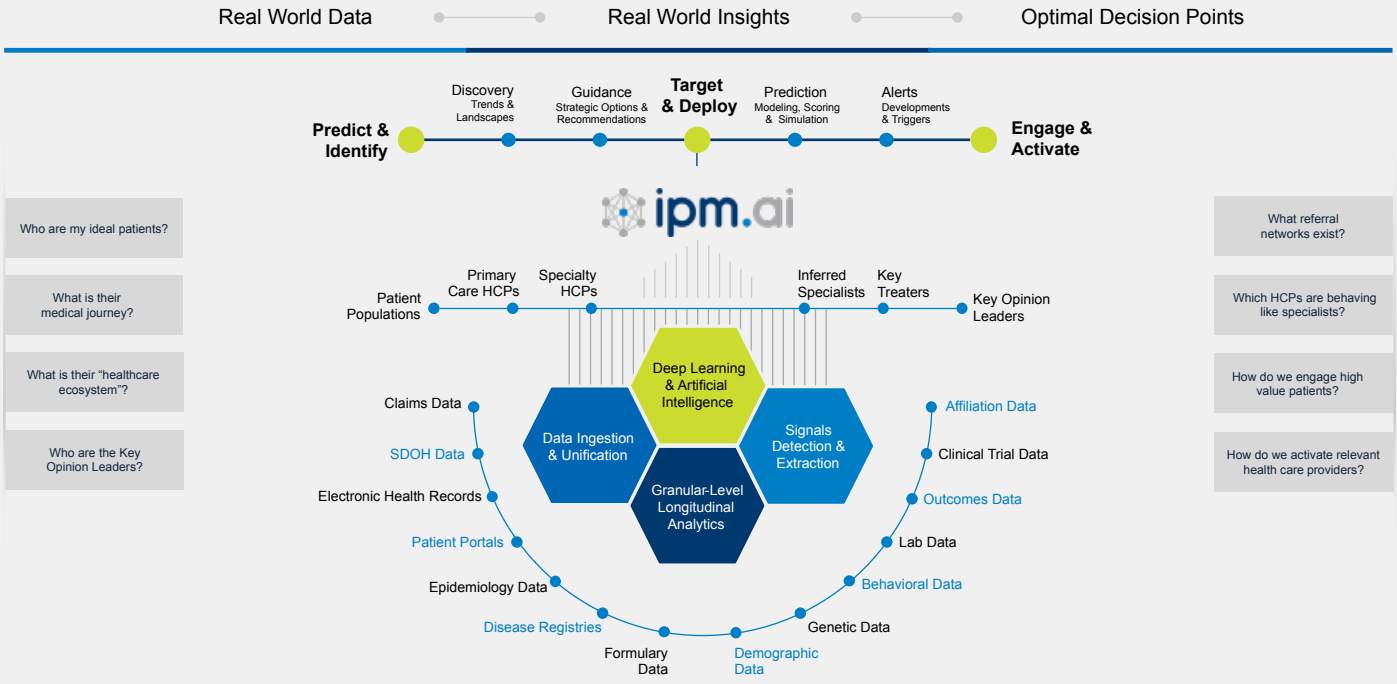
IPM.AI PROVIDES REAL WORLD PATIENT-CENTRIC INSIGHTS ACROSS THE PRODUCT LIFECYCLE



THE IPM.AI SYSTEM OF INSIGHT

Backed by a team of highly experienced life sciences experts, health care professionals and data scientists, IPM.ai transforms real world data into real world insights that uncover the ideal patient and their healthcare ecosystem so that life sciences companies can accelerate the successful development of life-saving therapies for specialty and rare diseases that lead to optimal patient outcomes quicker and with less risk.



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KEY CAPABILITIES

Market Landscape
Maximize commercialization efforts by forecasting market size, competitive landscape and potential ROI.

Prevalence Estimation
Statistically model the number of cases of a disease present in a particular patient population at a given time.

Epidemiological Evaluation
Identify the physical, biological, social, environmental, cultural and behavioral factors influencing health, and determine how widespread conditions appear in a particular patient population.

Patient Profiling
Understand patient lives, attitudes and behaviors through social determinants of health (SDOH) to better engage, educate, and influence them and improve their health outcomes.

Patient Journey Mapping
touchpoints toward successful diagnosis and treatment of rare conditions, as well as the specialists diagnosing and treating target patients.

Patient Finding and Segmentation
Uncover patients who are undiagnosed and/or misdiagnosed that may be appropriate for a therapy.

KOL Discovery
Identify influential HCPs in diagnosing and treating the ideal patient, who have expert product knowledge and impact on HCP and patient behaviors as brand evangelists across their sphere of influence.

HCP Targeting and Segmentation
Identify and prioritize the HCPs relevant to a brand. Allocate resources for personal/non-personal promotion based on clinical and behavioral profiles. Segment to deliver relevant messaging and prioritize field activities using alerts.

Referral Network Mapping
Discover the movement of ideal patients among treating physicians, what connections exist between prescribers, and which health care providers are treating the most patients relative to a therapy.

Specialty Inference
Discover the archetype profile of each specialty. Determine to what extent HCPs "look like" their stated specialty or other specialties based on behavioral observations rather than self-reported data.

IPM.AI CREATES VALUE BY:

PROVIDING ACTIONABLE INTELLIGENCE
to engage with the health care providers treating high-value candidates for a therapy to deliver disease interception and intervention education.

DISCOVERING TREATING PHYSICIANS
whether primary care physicians, bonafide specialty care physicians or inferred specialty care physicians.

UNCOVERING IDEAL PATIENTS
who are typically undiagnosed or misdiagnosed but have a high probability of disease manifestation.

About IPM.ai

IPM.ai, part of Real Chemistry (www.ipm.ai), transforms real world data into real world insights that uncover the ideal patient and their healthcare ecosystem so that life sciences companies can accelerate the commercialization of precision therapies for specialty and rare diseases that lead to optimal outcomes quicker, with less risk. Our Insights as a Service (IaaS) platform 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. We're making the promise of precision medicine an analytical reality. And we're just getting started.