

Raising Awareness of Potential Treeters of an Underserved Patient Segment

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

A large US based biotech client with revenue over \$450 million had been marketing a product for a debilitating childhood disease that could also affect adults, but awareness was low. The ICD-10 coding was unclear, and the client had only one indication; however, a media campaign to raise awareness among potential adult patients was being contemplated.

THE SOLUTION

IPM.ai relied on historic claims and key events in treatment to define the ideal patient population (IPP) which functioned as a control group. This control informed our ML/AI platforms, which were engineered to find lookalike patients; this was done by extensively ranking a broader patient

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population and scoring each patient depending on their resemblance to the IPP. De-identified patients in the test group with similar or identical scores to those in the control were flagged as actual patients. The client was provided with a link to the new, de-identified patient's relevant health care provider (HCP). Patient updates are provided on a weekly basis as they are discovered by the ML/AI outputs.

THE OUTCOME

IPM.ai trained AI models demonstrated predictability and clinical significance through a database prioritizing the ~6,000 HCPs who were treating the ~4,000 most likely patients. The client leveraged these outputs for their initial target list development and prioritization pre-launch.

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.