

Uncovering Previously Diagnosed Patients and Abbreviating the Patient Treatment Journey Through AI/ML

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

Kyowa Kirin had a therapy for X linked hypophosphatemia (XLH), a condition with a similar prevalence rate and patient profile as hyperparathyroidism. Although this disorder is diagnosed through genetic testing in very young children,

Approximately 18,000 XLH lookalike patients were uncovered.

After seeing the full effects of IPM.ai's platform, Kyowa Kirin sourced patients for their oncology division and found 5% of their total patient population in a short period of time; patient and Rx lift is expected to continue for both brands.

claims data for adult patients is highly scattered. Adults with XLH may have been previously diagnosed but still need to be "re-found," as they may be treated by more than five specialties. Kyowa Kirin had tried traditional patient finding tactics to little avail, but the company was still reluctant to initiate AI for patient finding at scale due to a lack of familiarity with the process.

THE SOLUTION

IPM.ai created a known XLH patient population list, which was sourced through qualifiers from previous claims data. A de-identified patient universe of 300 million was then scored using AI/ML based on similarities to the XLH patient group. This generated lookalike de-identified XLH patient data and the corresponding NPI numbers of the health care providers (HCPs) managing their care. Kyowa Kirin's sales reps targeted these HCPs, contributing to Rx lift. IPM.ai keeps the company's data refreshed with near real time updates that allow the sales reps to interact with HCPs at the opportune moment.

THE OUTCOME

Approximately 18,000 XLH lookalike patients were uncovered. For those who had a HCP that was able to successfully intervene, the result was a significantly abbreviated diagnostic and treatment journey. After seeing the full effects of IPM.ai's platform, Kyowa Kirin sourced patients for their oncology division and found 5% of their total patient population in a short period of time; patient and Rx lift is expected to continue for both brands.

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.