Weekly HCP list grants visibility into potential Rare Disease patients

SITUATION

- Medium-sized global biopharmaceutical client had an immediate need for precise, actionable data to **identify providers treating patients diagnosed with PNH**

- Traditional provider-identification methods were proving unsuccessful
    - Client had purchased data, but had found claims databases to be outdated and unorganized
    - Claims data was useless due to generic Rare Disease billing codes

- Client needed to identify providers treating PNH patients diagnosed with **speed** and **certainty** on an ongoing basis

STRATEGY

- Amplity to generate an **actionable** Health Care Provider (HCP) list detailing the Prescribers Client needed to target

- Amplity to partner with Client to assemble a custom Patient Profile using bespoke words and identifiers commonly included in indicative PNS symptoms and/or a Physician's diagnosis/treatment of PNH

- Leveraging said Patient Profile, Amplity team searched Insights database to **identify specific HCPs likely engaging with PNH patients**

- Amplity's weekly report would provide Client with a holistic view of PNH patients by way of extracting lab-test results, diagnosis, symptoms and other key clinical findings in next to real time

RESULTS

- Without relying on billing codes, **Amplity delivered a weekly HCP list detailing the Physicians engaging with potential PNH patients** that were either misdiagnosed or in the pre-diagnosis phase of their journey.

- This list provided precise, actionable contact information:

HCP NAME & SPECIALTY	NATIONAL PROVIDER IDENTIFIER	FULL HOSPITAL INFORMATION	FULL CONTACT INFORMATION

- Amplity delivered this information weekly in a flat file documenting new activity moving forward throughout the year

- Leveraging this actionable list, Client was able to **work smarter and faster**

- Client **successfully contacted the Prescribers Amplity identified to educate them on their treatment**

- Client established new relationships with KOLs and HCPs to target for their product

Amplity HEALTH