

Why precision matters in drug commercialization



Turn real-world data into therapy adoption opportunities

In today's highly competitive market, the commercial success of a therapy hinges on precision—the ability to leverage **real-world data (RWD)** to pinpoint the right patients and identify the specific healthcare providers (HCPs) treating them. By utilizing these insights to drive this level of precision, commercial teams can move away from broad, inefficient outreach and adopt a highly targeted, data-driven approach that ensures the right therapy reaches the right patient at the right time.

Target the right HCPs

Traditional targeting relies on historical prescribing volumes, which often misses emerging opportunities. By utilizing RWD, teams can achieve true precision—identifying the specific HCPs who are actively diagnosing and managing eligible patients today. This enables sales and medical affairs teams to prioritize their outreach, focusing resources only on the providers with the highest clinical relevance.

HCP

Prioritized HCP
targeting and
engagement



More effective sales
and marketing
strategies



Increased therapy
adoption

Uncover the undiagnosed population

RWD provides the precision needed to track subtle clinical triggers and diagnostic patterns, allowing teams to identify highly probable undiagnosed or misdiagnosed patients. This empowers pharma teams to proactively engage treating HCPs, driving them to order confirmatory testing and educating them on the appropriate therapeutic interventions.



Identification of providers
who may need more
education on diagnosis
and treatment pathways

Enable proactive commercial success

Retrospective, longitudinal data is analyzed to identify trends in disease progression and diagnosis over time. These observed patterns power AI and machine learning models to more precisely predict patients likely to be diagnosed in the future and where they reside—enabling proactive physician outreach and engagement.



Optimized sales
force deployment

Precision is essential for commercial success. It enables teams to find the right patient cohorts and focus physician engagement where it matters most, helping to ensure therapies reach the patients who need them most.



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