

Why precision matters in drug discovery

Turn real-world data into confident decisions from the start

While the growing availability of **real-world data (RWD)** has transformed drug discovery, volume alone doesn't drive value. Real value comes from precision—the ability to leverage RWD to validate drug targets, define the addressable population, and forecast more accurately. By using RWD to drive this level of precision, biopharma companies can replace broad assumptions with the reliable, evidence-based insights needed to accelerate the development life cycle from the start.

Identify the right biological targets from the start

Longitudinal RWD enables a deeper understanding of disease biology by revealing how specific patient cohorts and their clinical outcomes evolve over time. This provides an evidence-based link between a biological mechanism and the disease, creating a stronger foundation for prioritizing targets with the highest likelihood of success.



Reduce risk of pursuing non-viable targets



Strengthen likelihood of downstream success

Define the addressable population

RWD helps define true market potential by quantifying the clinically-qualified, treatable population. This moves beyond broad prevalence estimates to provide a more precise, data-driven view of which specific patient segments are eligible for a given therapy based on real-world clinical criteria.



More accurate estimate of the treatable population



Improved forecasting and investment decisions



Better prioritization of high-value opportunities

Predict future opportunities more precisely

Retrospective, longitudinal data is analyzed to identify trends in disease progression, diagnosis, and treatment patterns over time. These patterns can be used in AI and machine learning models to help project future patient populations and market dynamics.



More reliable forecasting of patient growth and market evolution



Data-driven strategic planning



Greater confidence in long-term decisions

Precision is the foundation of successful drug development. It ensures that strategic insights reflect real patient populations, enabling faster decision-making, reduced pipeline risk, and accelerated timelines. In a landscape of complex data, precision is what transforms raw information into lasting impact.



[QuestDiagnostics.com](https://www.QuestDiagnostics.com)