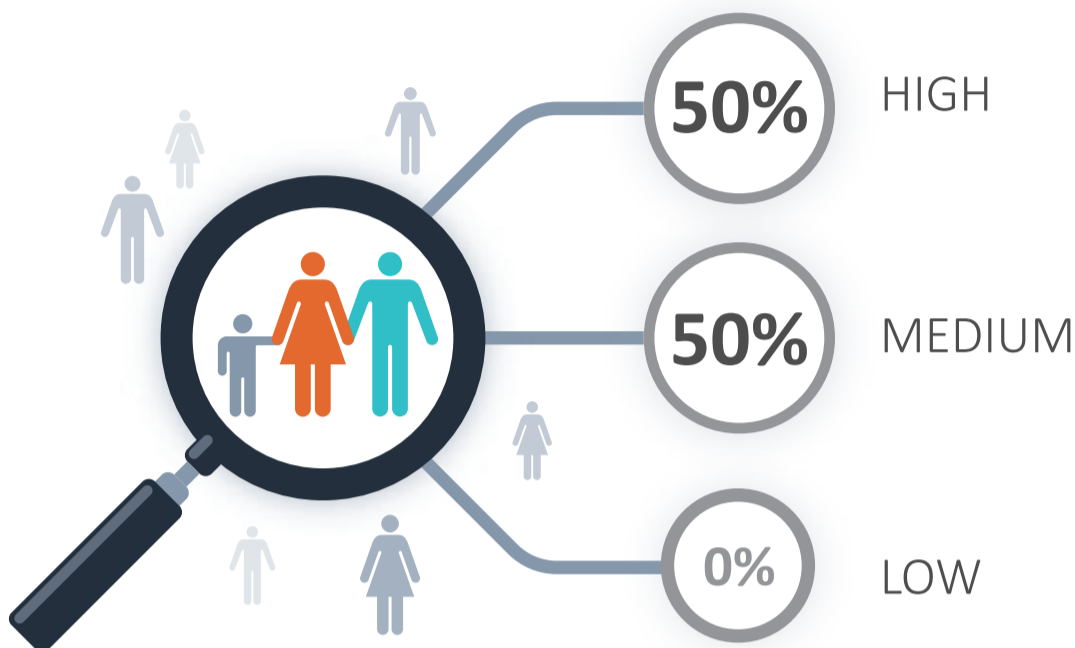




TRACKING DOWN UNDIAGNOSED PATIENTS

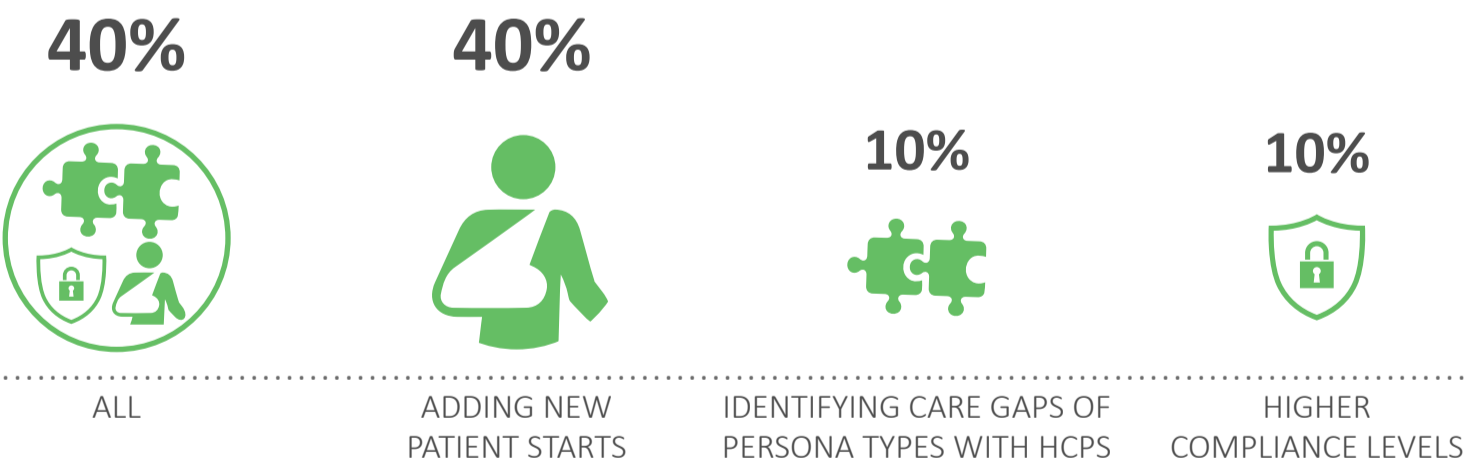
Survey participants share their perspectives on the value of leveraging a myriad of data to reach out to undiagnosed patients.

1 VALUE ASSOCIATED WITH LOCATING AND QUANTIFYING UNDIAGNOSED PATIENTS FOR MARKET EXPANSION INITIATIVES



While many life sciences companies have not yet devised strategies for marketing to undiagnosed patients, it is certainly emerging as a viable expansion tactic. The value associated with locating and quantifying undiagnosed patients was not lost on the life sciences professionals who took part in the online poll. Half of the respondents indicated that locating/quantifying undiagnosed patients as having high value, while the other half assess its value as “medium.” None of the respondents categorized the value as “low.”

2 MARKET EXPANSION SUCCESS FACTORS



Poll respondents indicated that adding new patient starts contributed more to their market expansion successes than higher compliance levels and identifying care gaps of persona types with healthcare providers. However, an equal number recognized that all three of these factors played a role. As such, it’s probably safe to assume that life sciences professionals are seeking to expand their markets in a variety of ways – and leveraging data and patient personas could help to more expediently enable them in this pursuit.

Source: SCIO Health Analytics’ webinar titled ‘How Do I Expand My Markets By Finding Patients Yet To Be Diagnosed?’, May 2017.