

# TRINITY | Case Study

## Improving targeting precision and field force direction through AIML-based patient finding



### Background

- » A global rare disease company was looking to **improve targeting precision** and support field team effectiveness
- » **Traditional targeting was non-viable** due to the small size of the patient populations, complex disease recognition and diagnosis, and restrictive therapy eligibility criteria
- » **Attempts by a prior analytics partner to use rule-based alerts failed**, and even after two years, no new patients had been identified
- » Given the small number of patients in each indication, **every new start is high value**, both for the lives of patients in need and for the commercial success of the therapies

### Trinity's Solution

- » **Create an AIML model that identifies clinically on-label patients**—rather than simply patients with the disease
- » **'Learn' from on-therapy patients** to identify how patients present prior to therapy initiation and **execute AIML models to flag patients based on the probability** that they are candidates for treatment
- » **Deploy bifurcated notifications to both inside and field-based reps** through 'push' alerts within the client's CRM and enable 'pull' solutions to support call planning
- » Success drivers include:
  - » Data acumen to evaluate and select source data
  - » **Therapeutic area expertise**
  - » **Deep collaboration with Medical** to refine and calibrate models
  - » **AIML experience** to optimize feature selection and approach

## ✓ Project Outcomes



Designed and deployed AIML models for three indications in 8 weeks



Narrowed field team focus from >25,000 HCPs to ~1,000 highest priority HCPs



Identified 100 high probability targets within first 2 months of launch



At least 5 patients confirmed to be clinically on-label for therapy within first 2 months



First new patient enrolled within 5 weeks of initiating alerts

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