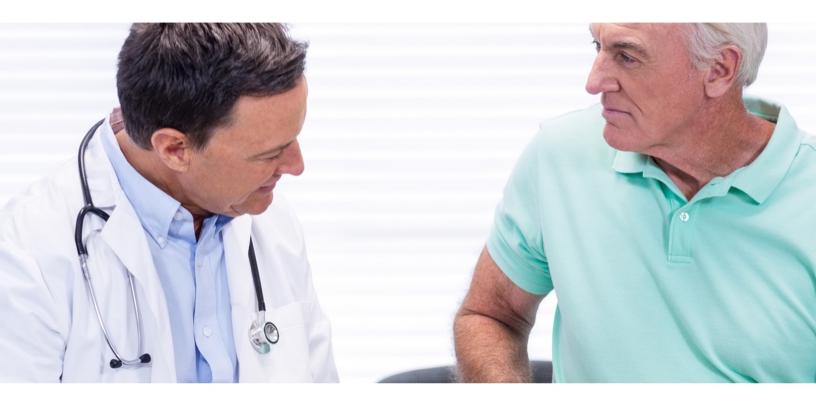
## CASE STUDY

## Using Third-Party Data to Identify HCPs Who Have Patients With Specific Lab Results in Real Time



## Challenge

Launching a new drug for non-small cell lung cancer, one leading pharmaceutical company needed to reach relevant HCPs in real time based on patients' lab data.

- + Targeting Tactic 1: Target list, specialty, competitive writers
- + Targeting Tactic 2: Use a third-party to identify HCPs based on patients with specific lab results in real time

## Solution

Built DeepIntent Orchestrate™ custom integration based on the client's requirements:

- + Pulling weekly HCP target lists based on NPIs who have patients with a specific lab result
- + Pushing daily PLD back into the client's reporting infrastructure

