

## CASE STUDY

# ACCELERATING HCP ENGAGEMENT IN AML THROUGH REAL-TIME DIAGNOSIS SIGNALS AND PROPRIETARY BUSINESS RULES



### OUR APPROACH

Diaceutics deployed its Diagnosis (Dx) Signal and proprietary business rules (DDPs) to identify newly diagnosed AML patients within 24 hours of lab results. These insights were validated against claims data to demonstrate both speed and accuracy.

#### KEY ACTIVITIES INCLUDED:

- Real-time lab-based alerts delivered weekly
- Application of proprietary business rules to enhance precision
- Tracking of identified patients to compare against claims data

#### COLLABORATION MODEL:

- Ongoing engagement with weekly signal delivery and continuous validation

### CLIENT PROFILE

#### TYPE OF ORGANIZATION

Top 10 global pharmaceutical company

#### THERAPEUTIC OR BUSINESS FOCUS

Hematology – Acute Myeloid Leukemia (AML)

#### GEOGRAPHY / MARKET

Not specified

### RESULTS & IMPACT

WEEKLY SIGNAL IDENTIFIED

**~80+**

NEWLY DIAGNOSED AML  
PATIENTS, WITH ~7% GOING ON  
TO RECEIVE TREATMENT

IDENTIFYING 6 ELIGIBLE  
PATIENTS COULD UNLOCK

**~\$1.05 MILLION  
IN POTENTIAL  
REVENUE**

AT A THERAPY COST OF  
~\$175,000 PER PATIENT

PATIENTS WERE IDENTIFIED

**WITHIN 24  
HOURS**

OF LAB RESULTS, COMPARED  
TO AN AVERAGE 38-DAY DELAY  
WHEN RELYING ON CLAIMS  
DATA.

### THE CHALLENGE

The client aimed to identify newly diagnosed AML patients to initiate timely treatment. AML is an aggressive, fast-progressing cancer requiring immediate intervention. Traditionally, pharma companies rely on claims data to target healthcare professionals (HCPs), but claims can be submitted up to 90 days post-diagnosis, delaying outreach and missing the treatment decision window.

#### BUSINESS-CRITICAL ISSUES INCLUDED:

- Delayed HCP targeting due to reliance on claims data
- Inaccurate coding and incomplete capture of clinical events
- Missed opportunities for therapy initiation in a fast-moving disease area

#### EXTERNAL FACTORS:

- AML's sudden onset and rapid progression
- High variability in survival rates and treatment suitability
- Need for real-time, accurate patient identification





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### **WHY IT MATTERS**

This case study highlights how real-time diagnosis signals and proprietary business rules can transform HCP engagement in aggressive disease areas like AML. By enabling faster, more accurate outreach, the program supported better patient access to treatment and demonstrated measurable impact on therapy adoption.

### **ABOUT DIACEUTICS**

At Diaceutics, we believe that every patient should have access to the right treatment at the right time and are committed to solving commercialization challenges. For 20 years, Diaceutics has specialized in delivering precision medicine and diagnostic solutions to the world's top pharma and biotechs.

### **TESTIMONIAL**

**"Positive responses from the field team."**

**"Working relationship phenomenal."**

**"Diaceutics data stands out."**

**"We hadn't asked for a dashboard,  
and they gave one to us!"**

**NAVIGATE COMPLEXITY,  
ACCELERATE ADOPTION,  
AND DRIVE SUSTAINED  
GROWTH.**

**CONNECT WITH US  
TODAY TO UNLOCK  
YOUR THERAPY'S  
FULL POTENTIAL**

