

## CASE STUDY

# TIMELY PEER EDUCATION TO OVERCOME CLINICAL HESITATION IN RARE ONCOLOGY



### THE CHALLENGE

Despite a promising clinical profile, the client had a newly launched rare disease therapy that faced slow uptake among treating physicians. The issue wasn't efficacy, it was clinical hesitation. The biomarker's rarity, combined with inconsistent placement and varied clinical utility information in lab reports, often buried beyond the front page, reduced its visibility and perceived actionability, making it less likely to trigger timely clinical decisions or appropriate prescribing.

This gap in timely, targeted education amplified clinical hesitation, eroded prescriber confidence, and jeopardized the therapy launch success, with direct consequences for patient access and revenue forecasts.

### KEY ISSUES

- Physician adoption slowed by clinical hesitation, as education delivered months before launch was not retained or recalled at the prescribing moment
- Biomarker result visibility limited by inconsistent placement in lab reports, reducing actionability
- Educational focus on academic labs left community labs unaddressed, amplifying hesitation and delaying launch success

### RESULTS

The initiative delivered measurable improvements in physician engagement, diagnostic understanding, and therapy adoption, directly impacting both clinical behavior and patient access. Physicians reported greater confidence in diagnostic interpretation, with reduced time lag between education and clinical action. Key outcomes included:

- 86% HCP engagement rate, doubling industry benchmarks
- 89% of participating physicians reported increased understanding of the diagnostic pathway

### OUR APPROACH

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We deployed our Expert Exchange solution, a peer-to-peer education platform that connects practicing experts directly with treating physicians.

- Activated within 48 hours of a patient reported with an actionable biomarker results
- Delivered non-promotional, expert-led sessions tailored to clinical questions
- Guided treating HCPs through biomarker and diagnostic questions to strengthen the diagnostic-therapeutic link and build prescriber confidence
- Integrated real-world lab data to target physicians at the moment of decision-making

#### IMPACT

In rare diseases, every patient always counts. The initiative showed how timely, trusted education can accelerate launch trajectories, support clinical decision-making, and ultimately contribute to better healthcare outcomes.

# 86% HCP ENGAGEMENT RATE

## DOUBLING INDUSTRY BENCHMARKS





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### 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

"Expert Exchange gave our field teams a credible way to engage physicians. The shift from promotional messaging to peer-led education created a more receptive environment for early adoption. By the time our reps reached out, HCPs were already informed and open to the conversation—setting a clear pathway to success for our field force."

COMMERCIAL LEAD  
TOP 40 PHARMA

SEE HOW EXPERT  
EXCHANGE CAN HELP  
YOUR BRAND  
ACCELERATE ADOPTION  
THROUGH TRUSTED  
CLINICAL EDUCATION.

