

## CASE STUDY

# ACCELERATING HCP ENGAGEMENT IN MYELOID MALIGNANCIES THROUGH REAL-WORLD DATA AND PRECISION OUTREACH



### OUR APPROACH

Diaceutics implemented the DXRX Physician Engage Program, leveraging real-world, multimodal data to identify HCPs managing newly diagnosed Myeloid Malignancy patients. The strategy included:

- Daily lab alerts to identify relevant HCPs
- Omnichannel engagement via emails and banner ads
- Personalized educational content delivered within 24 hours
- Real-time tracking of engagement metrics
- Targeted NPI audience with behavior-change opportunities

#### COLLABORATION MODEL:

Agile, data-driven, and co-created with the client over a 6-month period.

### CLIENT PROFILE

#### TYPE OF ORGANIZATION

Global pharmaceutical company

#### THERAPEUTIC OR BUSINESS FOCUS

Hematology - Myeloid Malignancy

#### GEOGRAPHY / MARKET

U.S. & Canada

### RESULTS & IMPACT

THE PROGRAM IDENTIFIED

**2398 PATIENTS**

AND ENGAGED

**384 PHYSICIANS**

DELIVERED A

**7X RETURN ON INVESTMENT**

### THE CHALLENGE

The client needed to identify and engage healthcare professionals (HCPs) managing Myeloid Malignancy patients with anemia in real time. Myeloid Malignancies are complex diseases, and 40% of patients present with moderate to severe anemia at diagnosis. Timely identification and engagement of HCPs were critical to ensure appropriate treatment decisions and improve patient outcomes.

#### BUSINESS-CRITICAL ISSUES INCLUDED

- Delayed treatment decisions due to lack of timely HCP identification
- Limited therapy awareness among HCPs
- Potential loss of revenue and missed opportunities for therapy adoption

#### EXTERNAL FACTORS

- Complexity of Myeloid Malignancy diagnosis
- Need for real-world evidence (RWE) to support targeting
- Increasing demand for precision health approaches



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### **WHY IT MATTERS**

This program highlights the transformative power of precision health and real-world data in improving care delivery. By enabling timely engagement with physicians, the program accelerated therapy adoption, enhanced patient access to treatment, and supported more equitable healthcare outcomes. It also contributed to broader goals of value-based care and innovation in rare disease management.

### **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**

"Our customer reported that the DXRX Physician Engage program changed physician behavior and increased treatment prescriptions."

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

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

