Trying to find an underlying diagnosis for many conditions can be a long and frustrating experience for both patients and providers. In the world of rare disease, the average time to diagnosis is 7 years with multiple misdiagnosis along the way. Shortening the time to diagnosis is crucial to connect patients to appropriate therapies. With the advent of electronic medical records we have a unique opportunity to collect, aggregate and analyze the journeys of known patients to inform early diagnosis and intervention of undiagnosed patients.

Vencore’s patient finder technology enables clients to target the right patients with the right therapeutics at the right time:

- Predictive analytics are used to extract diagnosis patterns and detect potential patient clusters
- Unique, cutting-edge approach pushes boundaries of what was previously possible in the industry
- Results empower medical liaisons to effectively target providers with at-risk patient populations
**CASE STUDY**

Finding Undiagnosed Patients to Accelerate Product Adoption

A mid-sized pharmaceutical company needed to augment traditional marketing approaches to promote disease awareness and to accelerate product adoption in a highly competitive orphan drug market.

**APPROACH**

Using sophisticated pattern extraction and machine learning analysis techniques, Vencore’s experts derive discriminating features that describe the treatment journey of known patients into a unique disease feature set. Using multiple models and iterations, this feature set is then applied to a broad claims data set to uncover clusters who are not diagnosed but whose medical journey matches those of known patients.

![Estimated Disease Prevalence Map](image)

**RESULTS**

Analysis Provided Penetration Into An Untapped Patient Market

- Utilization of real world data and precision analytics provided new, high confidence results set of 2,000 undiagnosed patients

- HIPAA compliant data visualizations and provider lists allowed the client to target medical liaison engagements and education resources to find new patients