



Revealing the Hidden Patient Landscape

A rare disease launch team knew more patients existed than the diagnosis rates showed. Within3 mapped where they were being missed and turned an invisible population into an addressable market.

THE PROBLEM: More patients existed than the diagnosis rates were showing

A rare disease launch team faced a question it couldn't ignore: the number of patients who could benefit was almost certainly higher than diagnosis rates suggested. The gap between estimated prevalence and confirmed diagnoses pointed to a large undiagnosed population. But the team had no clear picture of where those patients were, why they weren't being identified, or what it would take to find them sooner. Until they could see where patients were slipping through the diagnostic journey, every intervention was guesswork, and every missed patient was revenue left on the table.

HOW WITHIN3 SOLVED IT: One map of the care gap, built from three data layers

Within3 combined three layers into a single map of the diagnostic journey, from first symptom to confirmed diagnosis:



Claims analysis
(longitudinal)



Social listening



Patient advocacy
engagement

Longitudinal claims data traced patient pathways across specialties and time, revealing the length of the average diagnostic journey, the most common misdiagnoses, and the geographies where diagnosis rates lagged predicted prevalence. Social listening surfaced the patient experience behind those numbers: the symptoms patients first reported, the specialists they saw, and the wrong diagnoses they collected along the way. Patient advocacy sessions added qualitative depth, confirming the patterns and pinpointing the settings where patients were most often missed. Within3 synthesized all three into a strategic report: the specialist and non-specialist HCPs most likely to see undiagnosed patients first, and the education needed to close the gap.

With that information, the team was equipped to act: focusing education on the specialties most likely to see undiagnosed patients (now including non-specialists who had never been on the radar), educating diagnosing HCPs on the referral pathway to the right treatment centers, and building claims-based metrics to track progress against the care gap.

THE BUSINESS IMPACT: An invisible patient population, turned into an addressable market

- ✓ **A truer prevalence picture.** Claims analysis closed the gap between estimated and diagnosed prevalence, giving the team a firmer basis for forecasts, goals, and where to put resources.
- ✓ **Revenue unlocked, not just protected.** In a finite population, the patients found first are patients a competitor cannot later claim. By pinpointing where patients were being missed and compressing the diagnostic journey, the team converted undiagnosed patients into durable revenue, each one representing years of high-value therapy.
- ✓ **A six-to-seven-figure spend, consolidated.** The claims analysis, social listening, and patient advocacy engagement behind this work are typically bought from four or five vendors, an estimated **\$800K–\$1.9M per year**. Within3 delivers this as one solution.

SEE THE FULL STORY.

The complete case study breaks down the diagnostic-journey map and the full vendor-by-vendor cost comparison. Follow the link to read it.

[Read the full story ↗](#)

ABOUT WITHIN3

Within3 empowers pharma leaders to make confident and timely launch decisions. Our Launch Intelligence™ platform unifies field insights, stakeholder engagement, social, claims, and market signals into a single connected view that surfaces what matters most. Powered by a life-sciences trained AI architecture and guided by expert strategists, Within3 helps launch teams move with clarity and speed, turning complex evidence into decisive action.

Trusted by 70+ biotechs and all of the top 20 pharmaceutical companies, Within3 is the partner modern launch leaders rely on to align teams, act faster, and accelerate outcomes across the product lifecycle. To learn more about the Launch Intelligence™ Platform or to request a demo, visit www.within3.com.