



Maximizing Evidence Impact in Rare Disease

In rare disease, the HCPs who diagnose and start patient care are hard to identify. Within3 pinpointed them and turned awareness into diagnosis and prescriptions.

THE PROBLEM: Awareness wasn't reaching the HCPs who actually see patients

A specialty pharma company had a rare disease therapy for a well-defined patient population, and a problem that was quietly costing them revenue. The treating universe was small and the science highly technical. The field couldn't tell which HCPs truly understood the evidence and which were drifting toward a competitor. Harder still, the HCPs most likely to diagnose these patients are often community PCPs and specialists who see only a case or two a year, not the names the field knows best. With every rep interaction carrying outsized weight, the team needed to reach the right treaters first.

HOW WITHIN3 SOLVED IT: One decision-ready view, built from five data streams

Within3 brought five inputs into a single, decision-ready view of who diagnoses, treats, and refers:



EHR data analysis
(Dataverse partner data)



Claims analysis



Virtual advisory boards



Social listening



Congress monitoring

Dataverse partnerships pulled hospital and IDN EHR data to surface the community HCPs who see these patients but rarely show up in standard datasets. Claims analysis separated HCPs actively treating from those missing the diagnosis, failing to refer, or lapsed after a first trial. Advisory boards pressure-tested the strategy, while social and congress monitoring showed where knowledge gaps were widest and where competitor messaging was gaining ground. Within3 delivered an actionable strategic report highlighting priority accounts, matching messages to segments, and surfacing the most influential relationships.

With that view, the team acted differently: redirecting rep, digital, and MSL effort toward the high-opportunity accounts that claims and EHR analysis identified, equipping the field with segment-specific messaging, and deploying account-level plans.

THE BUSINESS IMPACT: Faster diagnosis, faster conversion, where every treater counts

- ✓ **Diagnosis and conversion accelerated.** Concentrating on the high-opportunity accounts and the HCPs most likely to diagnose compressed the time from first rep engagement to first prescription, lifting prescription share and revenue velocity in a market where volume per prescriber is inherently low.
- ✓ **Share protected where it's hardest to win back.** Early intelligence on competitor narratives let the team reinforce its differentiated evidence before competitor positioning could shape prescribing, protecting durable revenue in a finite patient population where each patient can represent years of high-value therapy.
- ✓ **A six-to-seven-figure spend, consolidated.** The EHR*, claims, advisory boards, social listening, and congress monitoring behind this work are typically bought from five or six vendors, an estimated **\$800K–\$1.9M per year**. Within3 delivers this as one solution.

*Dataverse partnership is scoped in collaboration with Within3 partners.

SEE THE FULL STORY.

The complete case study breaks down how Within3 pinpointed the diagnosing HCPs 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.