

Addressing diagnostic delays with AI-powered Launch Intelligence™

USE CASE



How a gastroenterology launch uncovered the impact of comorbid mental health conditions on patient diagnosis and access.

Ahead of a key medical congress, a top pharmaceutical company convened an advisory board of gastroenterologists. Their goal: to better understand barriers to diagnosis and treatment in a chronic gastrointestinal condition.

Feedback from the advisory board was clear—patients were experiencing significant diagnostic delays, often waiting months or even years before receiving an accurate workup. This early signal prompted the company to monitor discussions during the upcoming congress.



BUSINESS CHALLENGES & GOALS

- **Diagnostic delays:** Patients faced barriers to timely evaluation, leaving them without access to appropriate therapy.
- **Unrecognized comorbidities:** Providers were hesitant to pursue GI workups in patients presenting with overlapping mental health concerns.
- **Fragmented evidence:** Insights were scattered across advisory boards, congress activity, and internal data sources.

The company needed to uncover the root causes of diagnostic delay and translate those findings into a clear, cross-functional action plan.



INSIGHTS & ACTIONS

Using Within3's Launch Intelligence™ platform, the team combined advisory board discussions, congress monitoring, and internal field insights into a single view. The results revealed a consistent and concerning pattern:

- **Advisory board findings:** Gastroenterologists reported that mental health comorbidities often complicated the diagnostic process, leading to hesitancy around endoscopy and biomarker use.
- **Congress signals:** Monitoring revealed evidence that patients with comorbid anxiety or depression were more likely to experience delayed GI workups.
- **Integrated analysis:** A Strategic Readout (SRO) synthesized insights across data sets, confirming that clinicians were under-diagnosing GI conditions in patients with psychological comorbidities.

With this clarity, the company moved quickly to:

- Identify mental health professionals as an overlooked but critical HCP population.
- Expand education to support accurate diagnosis of GI disease in patients with mental health concerns.
- Provide clinicians with guidance on integrating psychological and physical health considerations in diagnostic pathways.

The unified insight stream enabled the company to:

- ✓ Accelerate alignment: Medical and commercial teams quickly rallied around a shared view of diagnostic delays.
- ✓ Improve patient access: Earlier and more accurate diagnosis meant patients could receive appropriate therapy without unnecessary delays.
- ✓ Strengthen cross-specialty engagement: By expanding outreach to mental health professionals, the company addressed a key gap in the patient journey.

CONCLUSION

This use case demonstrates how Within3's Launch Intelligence™ and Strategic Readouts help companies uncover hidden barriers to diagnosis and treatment. By surfacing the overlooked impact of comorbid mental health concerns, the company was able to pivot strategy, broaden HCP engagement, and ensure more patients gained timely access to therapy.

ABOUT WITHIN3

We help pharma teams make faster, smarter decisions by unifying the most critical sources of insight — including field activity, HCP engagement, social sentiment, claims data, congresses, and more — into a single, decision-ready view of the market. Powered by Know Everything™, Within3 accelerates time-to-insight and delivers precise, actionable intelligence that drives measurable impact across brand, medical, and field teams.

Trusted by all the top 20 pharmaceutical companies, Within3 enables life sciences organizations to move at the speed of launch — without sacrificing insight or clarity. To learn more about the Launch Intelligence Platform™ or to request a demo, visit www.within3.com.

