

# Diagnostic Liaisons Supporting Identification of Ultra Rare Patients

Therapeutic Area: Ultra-Rare

Product: Inherited Blindness

Lifecycle: 36 months



## SITUATION

- Small pharma company with limited experience in Rare Disease
- With a small salesforce, Client was struggling to gain acceptance of testing from the optical community
- Healthcare providers (HCP) were hesitant to utilize genetic testing as a diagnostic tool
- Client's salesforce was 27% to forecasted goal of genetic test kits completed
- Client's primary goal was to increase the efficiency at which tests were completed to help identify Ultra Rare patients



## STRATEGY

- Double the salesforce to increase disease awareness within the Optical community
- Introduce Remote Engagement tactics for better reach and frequency to targeted HCPs
- Identify patients by educating more physicians on how and why to screen for these Ultra Rare patients
- Increase the return of the genetic test kits to efficiently identify patients



## RESULTS

- Recruited and deployed salesforce within two months
- Increased target list leveraging Amplity's Rare Disease network to ultimately reach 80% of call targets within first week of launch
- Operationalized the use of testing with key customers and systems
- Exceeded primary key performance indicators including but not limited to call activity, new testers, and kit completion
- **Over 8k kits completed aiding in the successful identification of multiple patients**