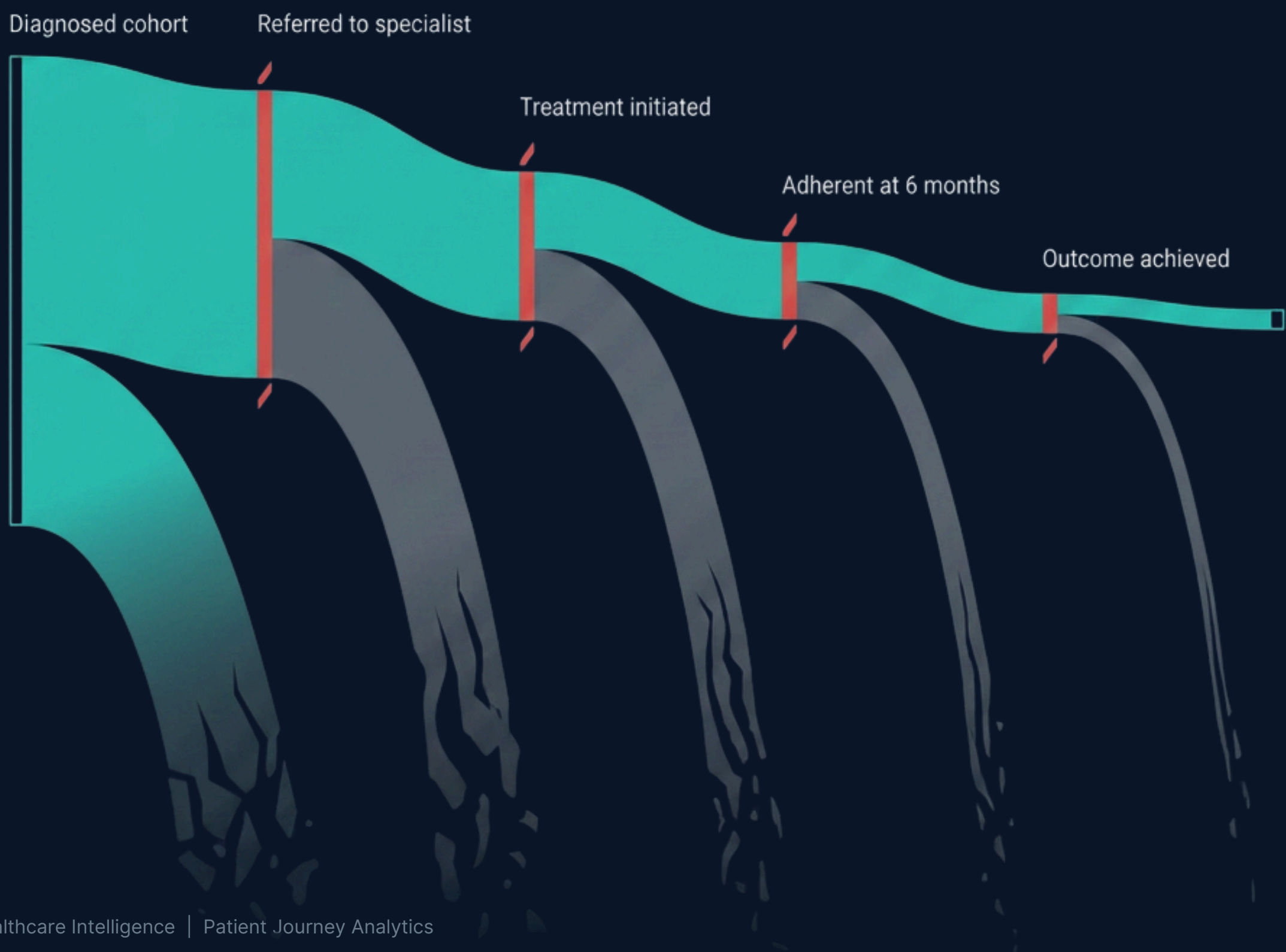


The map is not the journey.

Why most patient journey models fail before they reach the real world?

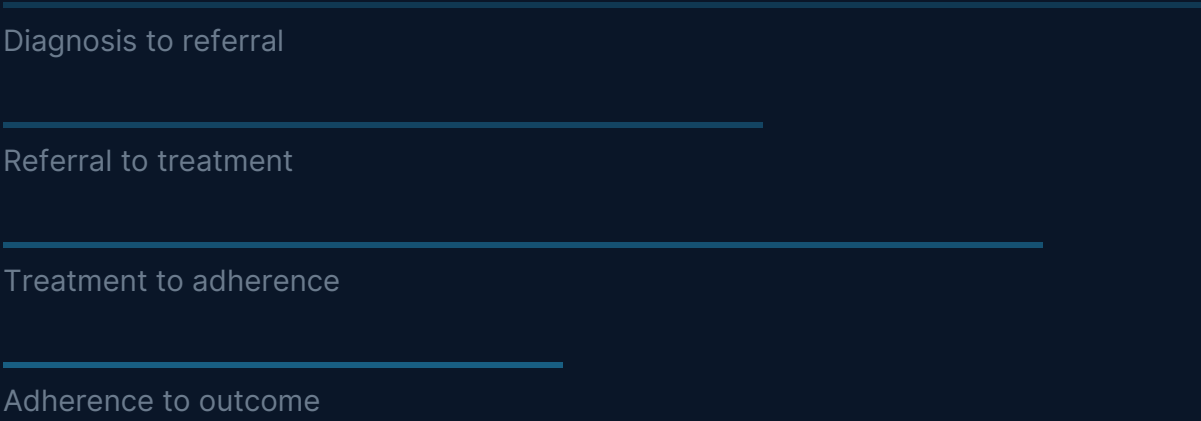


PROBLEM

Assumed timelines don't match reality.

Most journey maps assume linear progression through diagnosis, treatment selection, and adherence.

Real-world data shows patients move through these stages at vastly different rates — with gaps that models rarely account for.

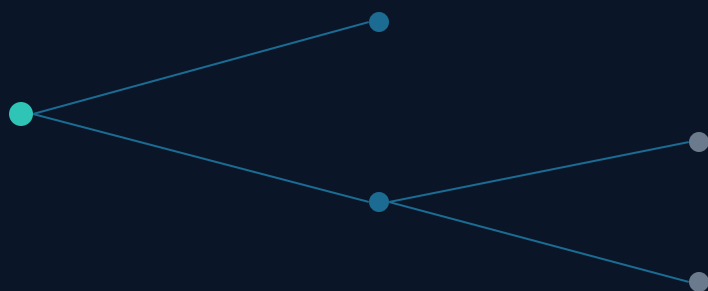


PROBLEM

Treatment sequences are rarely linear.

Journey models assume patients follow a predictable path from first-line to second-line therapy.

In practice, switching, discontinuation, and re-initiation create branching patterns that invalidate sequential assumptions.

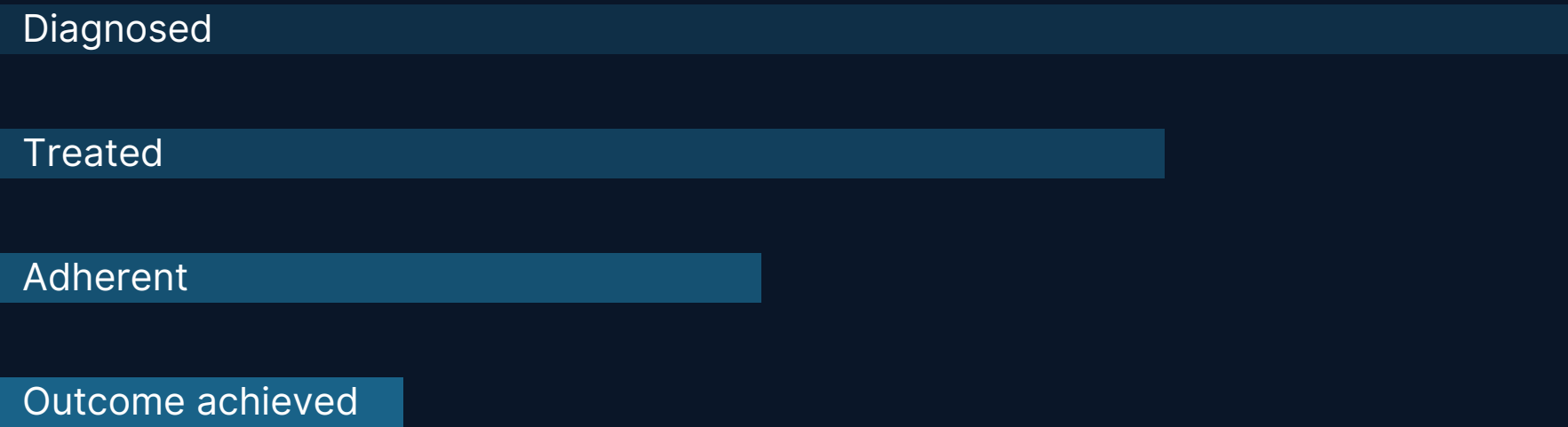


PROBLEM

Attrition is invisible until it's too late.

Patient drop-off between stages is the single largest source of journey model error.

Without real-world attrition data, forecasts overestimate the addressable population at every downstream stage.



INSIGHT

Validation requires real-world evidence.

The gap between modelled journeys and actual patient behaviour is not a data quality issue.

It is a structural assumption problem that can only be resolved through continuous validation against real-world longitudinal data.

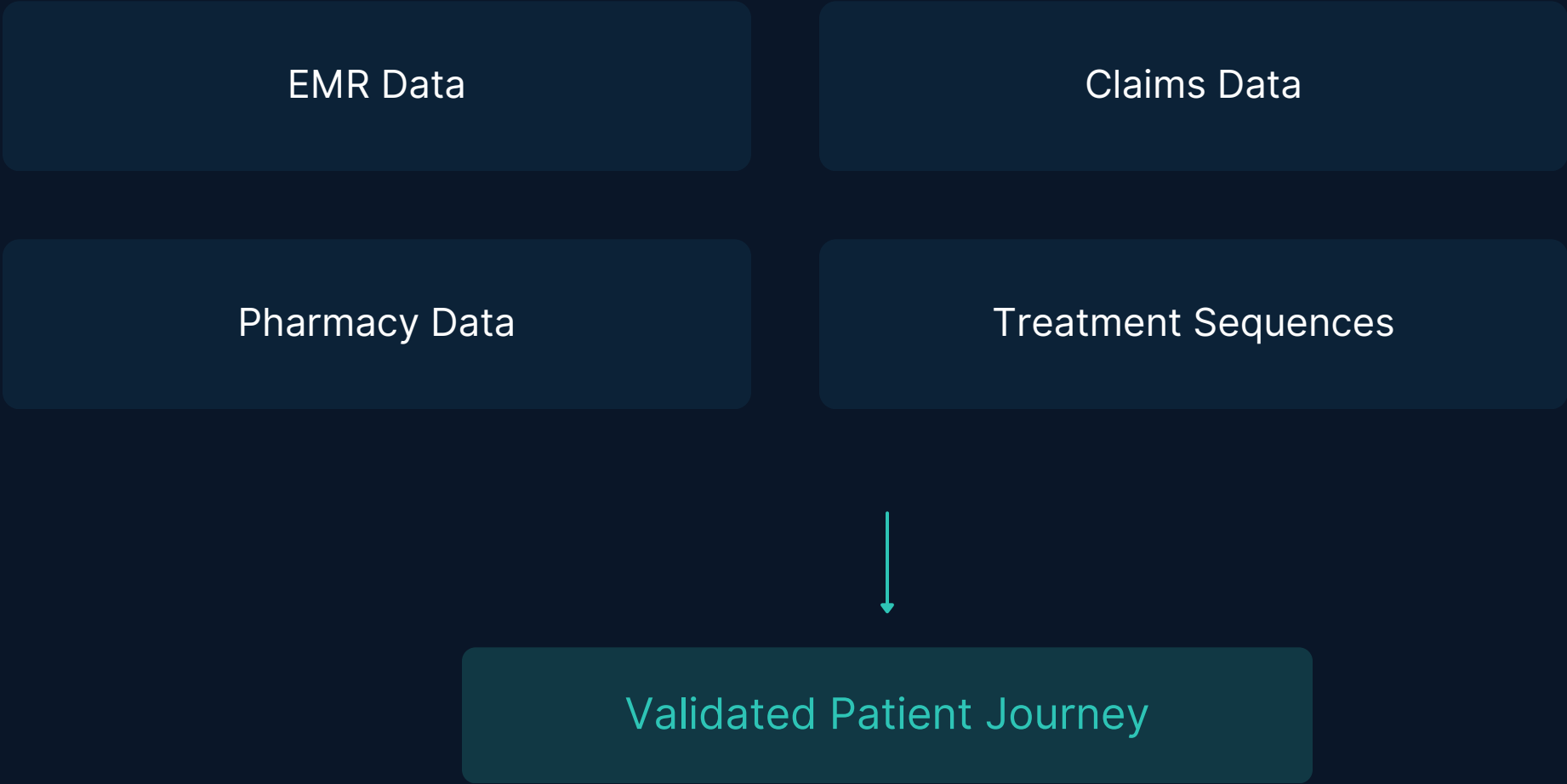
Journey models validated against RWD show 3x fewer forecasting errors at downstream stages.



FRAMEWORK

Validate the journey before building strategy.

Link EMR, claims, pharmacy and treatment sequence data to test the assumed journey.



Real-world data corrects the map.



CTA

Patient journey validation is a launch discipline.

The question is whether you discover the gap before or after launch.

| What part of your patient journey is based on assumption?

When your team last mapped the patient journey, what data did it rely on?

#PatientJourney #RealWorldData #CommercialExcellence
#BrandStrategy #APAC #LaunchExcellence



The challenge is no longer whether healthcare data exists.

It is whether the right evidence can be generated fast enough?

Yes, it can.

Aurumetrics supports pharmaceutical and life sciences teams with real-world data intelligence, strategic commercial insight and evidence generation.

GLOBAL MARKET FOOTPRINT

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