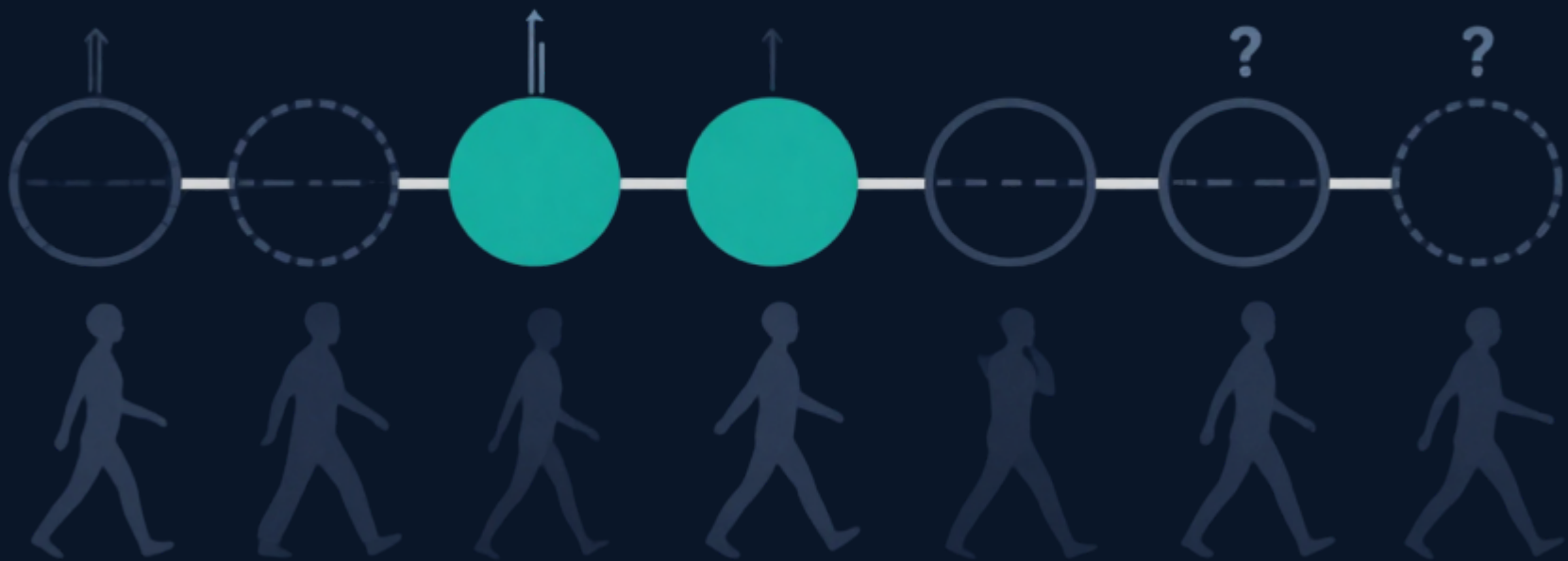


# The Patient Journey You Can't See Is the One You Can't Influence.

Mapping invisible healthcare pathways across APAC markets



# The Visibility Gap

In most APAC healthcare markets, the patient journey spans multiple disconnected systems — from primary care referrals to specialist consultations, diagnostics, and treatment decisions.

The problem isn't data scarcity.  
It's data fragmentation across siloed touchpoints.

Pharmaceutical teams making market access and engagement decisions often operate with less than 40% visibility into actual patient pathways.



# What You're Missing

Between the first symptom and treatment initiation, patients pass through an average of 5-7 decision points — most of which are invisible to commercial teams.

5-7

Decision points  
per journey

<40%

Pathway visibility  
for pharma teams

3-12mo

Diagnostic delay  
in key markets

"The journeys you can map are rarely the ones that determine outcomes."



# The Pathway Intelligence Framework

## Capture

Aggregate fragmented data from claims, EMRs, referral networks, and patient registries across markets.

## Map

Reconstruct actual patient pathways — not assumed ones — using AI-driven journey modelling.

## Act

Surface intervention points where commercial and medical teams can meaningfully influence outcomes.



# Evidence from the Field

Across six APAC markets, pathway intelligence has revealed:

- Referral leakage of 30-45% between primary and specialist care
- Diagnostic bottlenecks adding 3-12 months to time-to-treatment
- Untracked parallel pathways where patients self-refer or seek second opinions
- Regional variation in formulary access creating invisible barriers



# The Strategic Implication

Organizations that invest in pathway intelligence don't just see more — they act earlier, engage smarter, and allocate resources where they actually matter.

Pathway intelligence shifts the question from "Where are our customers?" to "Where are our patients — and who's influencing their next step?"



How many systems  
does a patient pass  
through in your  
priority markets —  
and how many  
can you see?

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Let's map what matters.

[aurumetrics.com](https://aurumetrics.com)



# 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

APAC-focused with evidence and data partnerships spanning:

China • Australia • Japan • South Korea • Taiwan • New Zealand

Additional support across the UK, EU, US, and other global markets on an ad hoc basis.

#### CAPABILITIES

Sourcing & Integrating  
Real-World Data Globally

Advancing Analytical  
Solutions

Delivering Strategic  
Data Insights & Advisory

Building Powerful  
Data Collaborations

Claims • EMR • Registry • GP • Lab • Genomics • Linked Data

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