medigator
Insights

Don’t Just Track What Was Prescribed Understand Why It Was Chosen

Clinical Decision Intelligence for Pharmaceutical Segment

Decision Fidelity

Reasoning Traceability

Real-Time Visibility

Traditional RWD

Measures Outcomes
| What happened |

Who is prescribing what

Physician-level

Decision Intelligence Explains Why Markets Perform the Way They Do

medigator Insights

Deconstructs Decisions
| Why it happened, and why it failed |

Who was missed, where the pathway broke down, and why opportunities were lost

Decision-level

Traditional RWD Explains Market Performance

Addressable Patient Population

Uncover the true market baseline and total addressable population

Molecular Testing Readiness

Understand entry readiness into treatment pathways

Eligibility & Guideline Gap

Quantify missed eligible patients and unmet opportunities

Treatment Decision & Behavior

Understand treatment selection to reveal adoption drivers

Execution & Persistence

Measure treatment initiation and continuity

Market Outcome & Access Dynamics

Connect decisions to real-world market performance

Reveal The Hidden Gap in Market Access

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