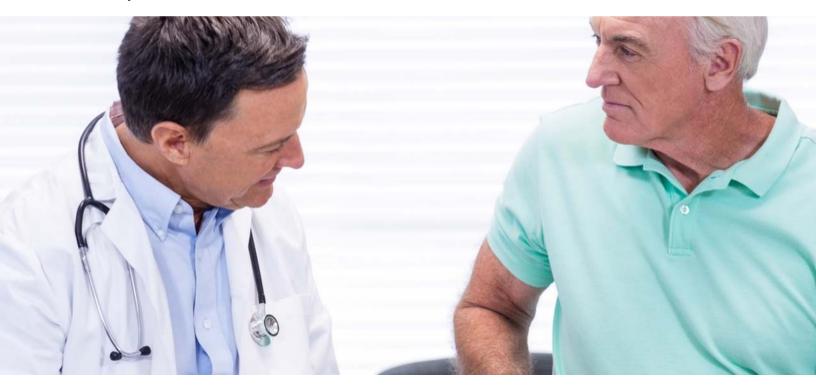# Using Third-Party Data to Identify HCPs Who Have Patients With Specific Lab Results in Real Time

Challenge

Launching a new drug for non-small cell lung cancer, one leading pharmaceutical company needed to reach relevant HCPs in real time based on patients' lab data.

+ **Targeting Tactic 1:** Target list, specialty, competitive writers

+ **Targeting Tactic 2:** Use a third-party to identify HCPs based on patients with specific lab results in real time

Solution

Built DeepIntent Orchestrate™ custom integration based on the client's requirements:

+ Pulling weekly HCP target lists based on NPIs who have patients with a specific lab result

+ Pushing daily PLD back into the client's reporting infrastructure

deep**intent**⁺