

Patient-Led Commercial Targeting in Psoriatic Arthritis (Immunology)

Challenge

A global biopharma company launching a new treatment for Psoriatic Arthritis (PsA) needs to improve the precision of its commercial strategy.

In PsA, patients often face long diagnostic delays as symptoms overlap with psoriasis and other inflammatory conditions. Many bounce between two to three specialties before diagnosis, creating gaps in care and delaying access to advanced therapies.

Early engagement with HCPs at the onset of Psoriatic Arthritis symptoms is critical because it expands the diagnosed patient pool and positions your brand as the standard of care before prescribing habits are locked in. By shaping referral pathways from dermatology and primary care to rheumatology, and reinforcing the urgency of early intervention to prevent irreversible joint damage, pharma can drive faster adoption and long-term loyalty. This not only improves patient outcomes but also strengthens market share and payer positioning.

From the commercial perspective, traditional prescribing-based targeting models



Focus heavily on rheumatologists already managing advanced PsA cases



Miss dermatologists, PCPs, and orthopedists who may see symptoms first



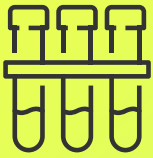
Narrow the HCP universe, leading to inefficiencies in resource allocation and lost opportunity for earlier intervention

Solution – DRG Fusion

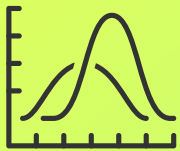
With DRG Fusion, the brand team shifts to a patient-led approach—starting from real-world patient journeys integrating longitudinal clinical and claims signals, and

surfacing referral patterns that are usually invisible. This enables brand teams to see how patients actually move through care, and which providers drive access earlier.

01. Patient Journey Mapping



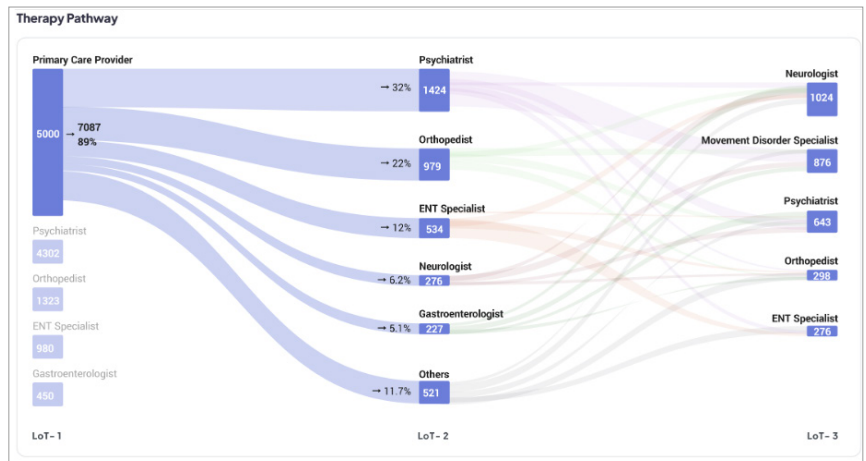
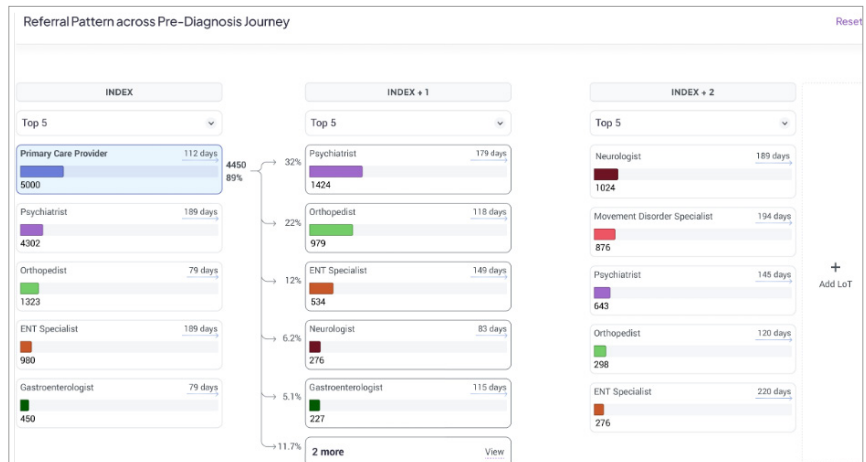
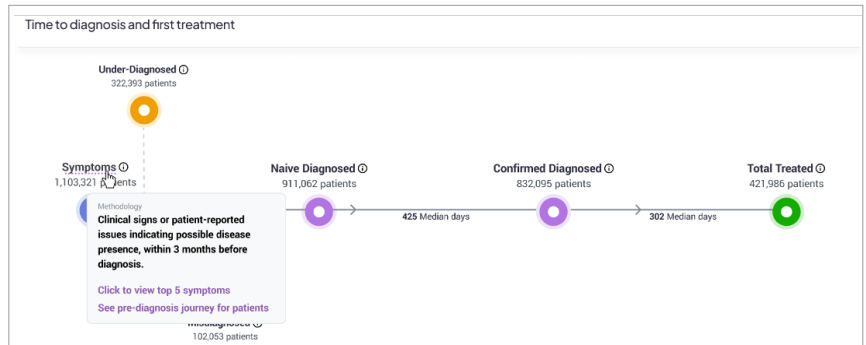
Identify patients with early joint pain, skin lesions, or comorbid psoriasis who later receive a PsA diagnosis.



Use Fusion's longitudinal visualization to see the sequence of dermatology visits, PCP consultations, and eventual rheumatology referrals.



Highlight where delays occur and which specialties are underutilized in early intervention.



02. Patient Segmentation



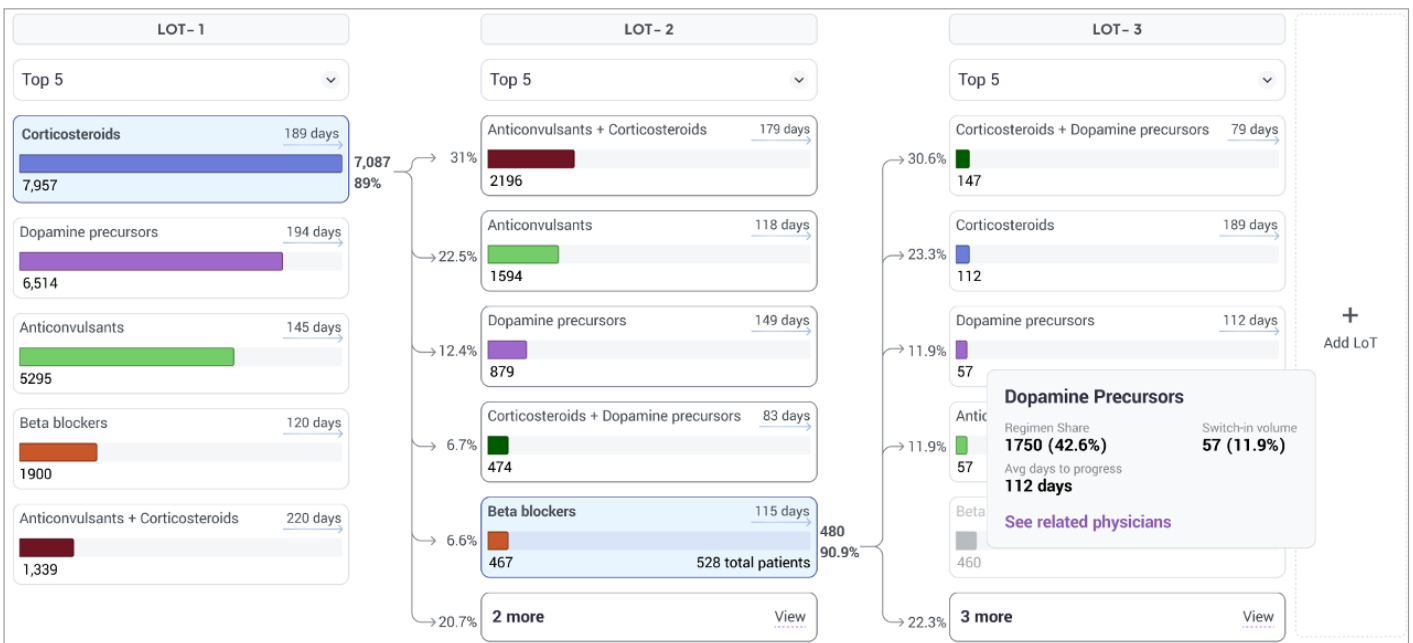
Group patients by **disease severity, comorbidities, and treatment history.**



Analyze patterns for **patients starting advanced therapy earlier vs. later** in disease progression.



Surface subgroups who are **most likely to benefit** from early adoption of advanced therapy.



03. Provider Targeting

Map provider networks to uncover **clusters of high-value referrers**—dermatologists and PCPs most likely to channel PsA patients to rheumatologists.

Expand targeting to include these early identifiers alongside traditional rheumatology prescribers.

Sequence outreach to support earlier referrals and diagnosis.

Impact

The brand team engages a broader, more strategically prioritized HCP universe, aligns early and late-stage influencers, and improves coordination between specialties—ultimately supporting faster patient access to advanced therapies.



Expands its HCP universe

beyond prescribing rheumatologists to the full care network



Reduces time to therapy initiation

by focusing on providers who accelerate referrals



Improves ROI by aligning resources to early influencers who shape patient access



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Ready to see DRG Fusion in action?

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