

Development of new treatments propelled by insights from US and EU5 physicians

The challenge

A premier life sciences and biopharma management consulting firm sought techspert.io's support in connecting them with US and EU5 (France, Germany, Italy, Spain and the United Kingdom) physicians for four different conditions.

The firm was working on a product development project for their end client who was developing new treatments for:

- **Atopic dermatitis (AD)** – physician must be a dermatologist.
- **Status migrainosus (SM)** – expert must be a neurologist or headache specialist treating patients suffering from SM.
- **Irritable bowel syndrome (IBS)** – specialist must be a gastroenterologist actively treating patients with IBS.
- **Diabetic peripheral neuropathy (DPN)** – must be a neurologist, endocrinologist or a physician actively treating diabetes patients with diabetic peripheral neuropathy.

To better understand the treatment landscape of these conditions and ensure the successful development of these products, the customer needed to engage with two physicians for each condition from the two regions – 16 experts – in two weeks.

The solution

Speed and precision were crucial for this project. Our AI search technology's ability to rapidly and accurately source experts across different fields, no matter how niche the specialism, is because of three core innovations: *Parser*, *Categoriser* and *Semantic Search Engine*.



Two-week
deadline met



Experts across 4
specialisms found



US and EU5
covered

Our *Parser* is a set of algorithms which rapidly take content from any web page, understand the content, and extract expert profiles from it.

Our *Categoriser* analyses these profiles and assigns them into accurate categories according to the experts' specialism in milliseconds.

Our *Semantic Search Engine*, built on top of this continuously evolving database of expert profiles, enables us to accurately search for experts by matching them to a request. For instance, when searching for diabetic peripheral neuropathy, our search engine produces experts associated with the condition including neurologists, endocrinologists and any other physicians tagged with the search term.

Fuelled by our *Parser*, *Categoriser* and *Semantic Search Engine*, we successfully found the 16 physicians the customer needed.

The outcome

Once our proprietary AI search technology found the US and EU5 physicians across the four different treatment areas, we scheduled the engagements with the customer, enabling them to meet their two-week deadline and support their end client in obtaining the specialist knowledge they needed for their product development.

The customer was so impressed with our performance that they asked us to find them experts for medication overuse headaches for the same project. We were able to do so within a couple of days of this, still within their two-week deadline!

Some of the physicians the customer gained first-hand knowledge from were:



A neurologist who is also an Assistant Clinical Professor in the Department of Neurology.



A dermatologist who has participated in clinical studies of drugs for atopic dermatitis and psoriasis.



A gastroenterologist with over 20 years' experience who is also an Associate Professor of Medicine.



A dermatologist who is also Director of Paediatric Dermatology at a top medical school.



An endocrinologist who is the lead for Diabetes and Endocrinology at an acute general hospital.



A neurologist who has been researching headaches for 30 years and is also Director at a Headache Centre.