

# Awareness

## MS CHALLENGE

### Delayed diagnosis

Causes include:

- Primary care physicians often do not recognize the need to refer patient to an MS specialist.
- Specific markers for MS diagnosis are lacking.
- Proper diagnosis depends on medical history and neurological exam.
- The patient fails to share all their symptoms with their physician.

## MS OPPORTUNITY

### Physician support

Pharma manufacturers have the opportunity to support physicians by:

***Using comprehensive real-world evidence and data to help physicians identify patients who could benefit from being referred to an MS specialist:***

- Real-world evidence and data from a wide range of providers can be used to build predictive models.
- Predictive analytics can point the physician toward the right actions with the right patient at the right time.

***Providing information when it's relevant to physicians:***

- Communication via EHR platforms to physicians about a condition, a drug or other data can aid diagnosis.
- Intervention can happen at any point in workflow, including while the doctor is seeing a patient who may have undiagnosed MS.



**42%**  
of MS patients were initially misdiagnosed.\*

\* 2017 survey of 5,300 MS patients in the United States.



# Optimize Rx

› Be Present Throughout The Care Journey ‹

When it comes to multiple sclerosis (MS), there are multiple challenges that can deter patients from receiving the care they need to slow the progression of the chronic, incurable disease.

OptimizeRx supports positive patient outcomes by helping people start and stay on their doctor's recommended therapy. Our Therapy Initiation and Persistence Platform connects doctors and patients to critical resources, enabling life sciences companies to deliver educational and support programs at the point-of-care and during the most relevant, effective times within the patient journey. Learn more at [www.OptimizeRx.com](http://www.OptimizeRx.com).