

Real Patients Keep AI Honest

Comparing real patient insights against synthetic patients in narcolepsy helps pharma brand managers learn faster, challenge assumptions, and build effective strategies.

Patient intelligence matters for improving the path to diagnosis in all treatment areas. In narcolepsy, the correct diagnosis may take years to find. From MyNarcolepsyTeam patient surveys, we see the language and questions real patients use. In claims data, we can see diagnoses patterns and uncover broader trends. Balancing these data sets, life sciences brands get a holistic view of lived experiences and patient needs.

31%

of narcolepsy patients took
10+ years for a diagnosis



Synthetic patients missed
complaints about nighttime
symptoms.

1/4

common narcolepsy
treatment prescriptions
not filled



Real Patients Bring:

- Language
- Emotion
- Surprise
- Lived barriers



Synthetic Patients Bring:

- Speed
- Structure
- Scale
- Exploration

90%

consistency between synthetic and real patient responses

I saw a different neurologist on a check in on meds. He re-evaluated me, let me talk, asked me questions — turns out I have cataplexy! I was so shocked.

— Real Patient

A pill that makes me unconscious but leaves me foggy the next day is not a win. That's just moving the failure point from midnight to 8 a.m.

— Synthetic Patient

Undiagnosed personas: symptoms are present, but pattern is missed



Driving faster diagnosis
for 91K patients
represented by Denise

Denise - Dismissed Caregiver

One of four synthetic patients representing undiagnosed narcolepsy patients.

Denise is an hourly home health aide dismissed as "stressed, depressed, or overweight," representing 91K patients.

Barrier

Misdiagnosis

Messaging

Education on symptoms
and diagnosis

Channels

Facebook
Community

Activation

Build, activate, and measure predictive audience

A stronger model for pharma marketing

Creating a continuous learning loop. Synthetic patients provide speed, structure, scale, and exploration. Real patients provide language, emotion, surprise, and lived context.