.inStep.Health.

Predictive Sequences™





The Next Best Action Starts Before the Visit

Predictive Sequences™ brings predictive intelligence to InStep Health's Next Best Action platform, helping life sciences brands identify emerging clinical relevance and engage providers earlier.

Built on InStep Health's established Sequences platform, this new capability complements existing triggers, including real-time EHR encounters and diagnostic events, with predictive intelligence that enables brands to act before a known clinical event occurs.

How Predictive Sequences Works

Predict What May Come Next

AI-powered predictive models analyze longitudinal real-world health data to identify patterns that may signal:

- Emerging disease progression
- Potential underdiagnosis
- Approaching clinical inflection points

Confirm an Imminent Care Visit

Patient appointment data is combined with predictive modeling to identify imminent care visits, transforming predictive intelligence into a timely, actionable signal.

Activate the Next Best Action

InStep Health activates the relevant provider across EHR, programmatic, email, direct mail, and other integrated channels.

Why Predictive Sequences?

Anticipate Clinical Relevance

Identify emerging care needs before they appear through conventional triggers.

Deterministic Timing

Confirm an imminent appointment before activating provider engagement.

Coordinated Activation

Engage relevant providers across InStep Health's integrated channels.

Privacy By Design

Data is de-identified and tokenized end to end. Activation is directed exclusively to healthcare providers, with no PHI shared with advertisers or used in campaign execution.

Predict what's next. Activate the Next Best Action.

AI-POWERED Predictive Intelligence™