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The Next Best Action Starts Before the Patient Visit: InStep Health® Introduces Predictive Sequences™

New AI-powered capability connects longitudinal care-journey signals with deterministic visit timing—helping life sciences brands engage treating providers before the next care consultation.

Chicago, November 3, 2026 — InStep Health today announced the launch of Predictive Sequences™, a new AI-powered capability within its Sequences™ Next Best Action platform that anticipates emerging clinical relevance and activates timely provider messaging ahead of imminent patient visits.

Predictive Sequences™ brings together enterprise-grade healthcare AI with longitudinal real-world data, deterministic appointment signals, and InStep Health's Next Best Action orchestration.

The solution introduces a new model for healthcare provider engagement: it analyzes patterns across the care journey to identify emerging therapeutic opportunities, confirms an upcoming patient visit, and activates messaging to the treating provider before the encounter begins. In doing so, Predictive Sequences™ enables healthcare marketers to align their messaging more closely with the moment of care and to identify therapy-ready patient populations that may be undiagnosed or untreated in their current care plans.

"Predictive Sequences™ represents a fundamental shift in how our industry thinks about relevance and timing. Next Best Action has traditionally focused on orchestrating media across channels. With lab-powered Smart Sequences™ and now Predictive Sequences™, InStep Health is using more actionable clinical intelligence to engage HCPs before the next appropriate patient encounter, not after it," said Nathan Lucht, CEO of InStep Health. "Together, these capabilities put InStep Health at the leading edge of precision healthcare messaging."

Using advanced modeling, Predictive Sequences™ interprets how clinical signals evolve over time, including patterns that may indicate care gaps, disease progression, or potential missed diagnoses. This next-likely-event approach generates forward-looking intelligence that may not be apparent from a single claims code or from conventional analytical tools.

"Many patients remain undiagnosed or aren't yet receiving a treatment that fits their condition, and that gap can widen as treatment options multiply," said Dan Wilmer, Chief Product Officer of InStep Health. "When we were building Predictive Sequences™, our goal was simple: get relevant information to their doctor at the exact moment it can help. Better-informed conversations in the exam room can lead to better patient care."

Predictive Sequences™ builds upon InStep Health's existing Smart Sequences™ platform, which orchestrates healthcare provider engagement across EHR, digital, email, direct mail, and other media touch points based on defined Next Best Action triggers. The predictive capability becomes an additional intelligence layer within the same engine, complementing established signals such as real-time EHR events, laboratory results, and other diagnostic data.

Predictive Sequences™ is designed with privacy built in. Data is de-identified and tokenized, and activation is directed exclusively to healthcare providers, not individual patients. No protected health information is shared with advertisers or used in campaign execution.

Since launching in February 2023, InStep Health's Sequences™ platform has powered Next Best Action programs for dozens of pharmaceutical brands across therapeutic categories including dermatology, oncology, and rheumatology, supporting their marketplace growth strategies through more timely, clinically relevant provider engagement. Predictive Sequences™ and its AI-powered capabilities are now available to life sciences brands and device manufacturers.

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About InStep Health

InStep Health is the real-world brand engagement platform for the life sciences industry, delivering personalized experiences for providers and patients directly within the clinical workflow and throughout the care journey. Powered by deterministic clinical signals, integrated EHR access, and Next Best Action orchestration, InStep Health gives brands greater visibility into campaign effectiveness, optimizes media investment, and delivers measurable brand outcomes. www.instephealth.com

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