

Harness the predictive power of AI/ML in biopharma healthcare

→ AI/ML is reshaping biopharma

Healthcare is in the middle of a digital revolution. The biopharma industry is using artificial intelligence (AI) and machine learning (ML) to identify and accelerate new drug discovery and increase efficiency in a variety of clinical applications. This is especially true in precision medicine, where AI/ML supports genetically tailored care.

Biopharma organizations are discovering many powerful applications for AI/ML in commercial settings, too—like ensuring that the right patients are granted access to the right treatment.

There's a massive volume of data available to pharma and biotech companies, and analysis takes time and resources. AI/ML provides a scalable way to harness data to inform decision-making and act on market opportunities.

FOR INSTANCE, PHARMA AND BIOTECH ORGANIZATIONS CAN BENEFIT BY USING AI/ML TO:

- Identify eligible patients with rare indications/conditions
- Dynamically target physicians with appropriate patients
- Accelerate clinical trial enrollment by identifying eligible patients
- Optimize patient compliance and patient support activity



→ Data-agnostic analytics on-demand

By combining AI/ML predictive analytics with deep biopharma expertise, we deliver the high-quality intelligence needed to make decisions faster and more confidently and inform strategy in real-time.

SOME OF THE WAYS OUR CLIENTS HAVE USED OUR SOLUTIONS:



Identified 1,000 additional eligible patients for a first-in-class oncology brand used to treat an ultra-rare condition. The expanded patient population helped to pinpoint key physician specialties to target at launch and added a projected \$160M in market potential.



Analyzed look-alike emerging PCSK9 patients with a high probability of overcoming access hurdles, leading to a 23% reduction in payor rejections and reversals.



Assessed patient treatment history to predict brand utilization, resulting in the identification of 3,000 naïve emerging patients and a subsequent \$21M uplift in revenue.

→ Optimize the commercialization process with Passport Analytics Suite

Passport Analytics Suite (powered by Analytical Wizards, a Definitive Healthcare Company) leverages AI/ML predictive analytics to seamlessly combine data from any internal or third-party source and attain the commercial intelligence needed to drive peak revenue and profit. With a single, integrated, source of truth and a host of scalable, configurable modules, clients can optimize the entire drug commercialization process, from early-stage business planning needs through post-launch performance acceleration.

→ Learn more and to book a demo by visiting our website at www.definitivehc.com/passport.

