Life Sciences Capabilities Introduction
Commercial Information Solutions

Knowledgent

A purpose built Life Sciences industry information consultancy

insight innovation   **data management**   **analytics & visualization**   **data value realization**

data focused services
capability

Knowledgent™
Innovation Through Information

expertise
multi-faceted skills

domain specialist   **data analyst / scientist**   **architect / engineer**

Information-Centric Life Sciences Solutions

Spanning the enterprise from data source to end-user.

life sciences.

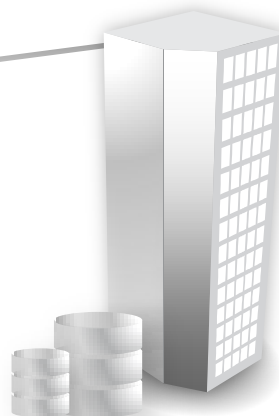| RESEARCH & DEVELOPMENT	COMMERCIAL OPERATIONS	MANUFACTURING & SUPPLY CHAIN	SHARED SERVICES

Information Supply Chain

architecture data migration
data quality **governance**
integration metadata
modeling **stewardship**

Enterprise Wide Analytics

business intelligence clustering **data science** predictive analytics nosql
semantics **machine learning**
unstructured **visualization** warehouse

Business Operationalization

business process mgmt
operations organization design
training **user experience**
change management

Fundamental Shifts in Commercial Landscape

Proving greater brand value, providing health services and healthcare collaborations.

TARGETING & INCENTIVE COMPENSATION

CAMPAIGNS & DIGITAL MARKETING

CUSTOMER DATA MANAGEMENT

specialty-focus

increasing sources of data

patient/consumer reach

disease mgmt programs

with evolving functions and emerging trends come new information challenges.

outcomes-based metrics

cross-functional analytics

real-world evidence

healthcare collaborations

PRICING & MARKET ACCESS

MANAGED MARKETS & CONTRACTING

COMMERCIAL ANALYTICS & FORECASTING

Life Sciences Information Solutions - Commercial

Tackling challenges head-on using traditional and modern approaches.

know more.

| actionable strategies & roadmaps | architecture & complex implementations | value driven analytics & compliance reporting | rapid data exploration & discovery |

CONTROL

- → customer & product master data mgmt
- → data warehousing & integration
- → data governance & stewardship
- → business process

ANALYZE

- → sales/Rx performance
- → campaign performance
- → specialty targeting
- → gross-to-net reporting
- → aggregate spend

ADVANCE

- → EHR/claims data analysis
- → outcomes-based metrics
- → prescribing influence
- → exploratory analytics
- → semantic search & relevance

| RESEARCH & DEVELOPMENT | COMMERCIAL OPERATIONS | MANUFACTURING & SUPPLY CHAIN | SHARED SERVICES |

Representative Case Studies

Proven to provide foundationally core and progressively modern solutions.

USE CASE	KEY CHALLENGES	SOLUTION
REAL WORLD EVIDENCE	→ non-standard analytical methods → massive volumes of real world patient data → complex joins and variance of information	**Rapid, purpose-built, exploratory analytics utilizing massively parallel processing**
PHYSICIAN TARGETING	→ shift to specialty from primary care focus → less access, shrinking sales forces → greater dependency on prescribing influence → increasing complexity in value scoring	**Behavioral and specialty segmentation with prescribing influence rating driving targeting**
CUSTOMER DATA MGMT	→ available info not always inline with usage → user perceptions of poor quality data → single rigid model for all users	**Business usage & rules driven MDM data distribution with governance deployed**

Knowledgent Team

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