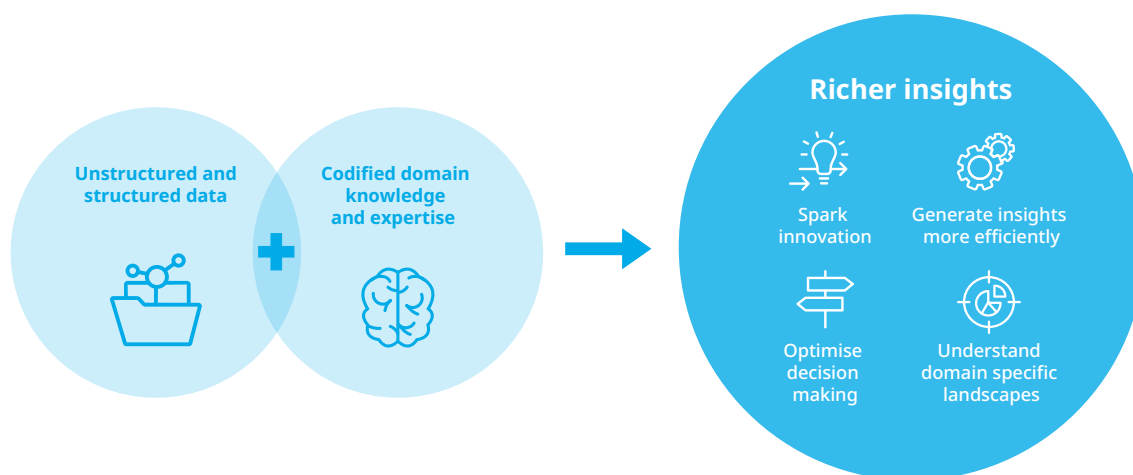IQVIA

IQVIA Natural Language Processing (NLP) Insights Hub

Empower your teams with rich, rapid insights from disparate data sources

For life sciences companies, rapid, effective access to the landscape of relevant information is critical to scientific, clinical and commercial decision making. Conventional data search methods are very time consuming and imprecise for targeted evidence review. Combining information from multiple sources can be a repetitive process that leads to search fatigue and reduced staff productivity.
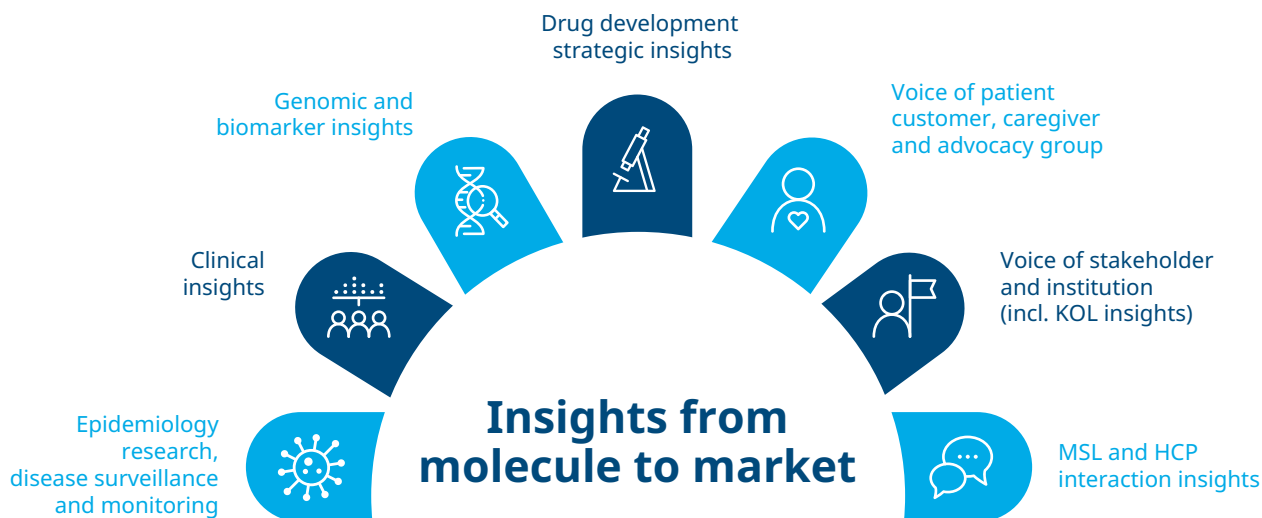

IQVIA NLP Insights Hub transforms and integrates information from a wide range of structured and unstructured data sources into a single convenient platform. Optimize decision making, spark innovation and enable the curation of critical insights and understanding of domain-specific landscapes.

YOUR CHALLENGES

- Spending time searching for information, rather than driving strategy and direction

- Making the best decision when you do not have the full picture

- Discovering deep insights from data buried across sources

- Generating rich contextual analysis from important data

- Staying abreast of the latest developments, research and information

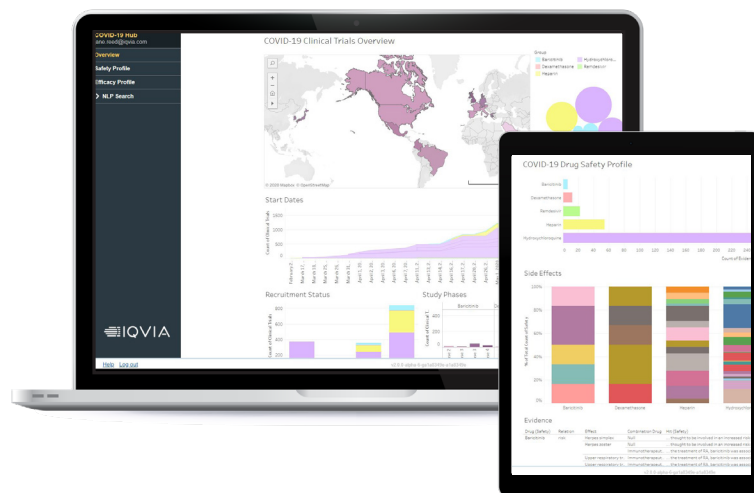- Missing opportunities to respond and innovate

SOLVING YOUR CHALLENGES WITH THE NLP INSIGHTS HUB

- Access broad insights for a holistic view of your product or therapy area landscape powered by truly integrated data sources

- Spot an issue or question that is trending and take timely actions

- Assemble rich intelligence quickly, through systematic, comprehensive and automatic insight generation

- Extract concepts, relationships and context with bespoke results ranking methodologies

- Focus on key organizational initiatives instead of spending time gathering and sorting through information

- Work and collaborate smarter across multiple business units

Drug development strategic insights

Genomic and biomarker insights

Voice of patient customer, caregiver and advocacy group

Clinical insights

Voice of stakeholder and institution (incl. KOL insights)

Epidemiology research, disease surveillance and monitoring

MSL and HCP interaction insights

Insights from molecule to market

IQVIA NLP INSIGHTS HUB KEY FEATURES

- » **Dashboards and visualizations** are flexible and interactive, designed to answer your questions quickly

- » **NLP custom search queries**, crafted by our experts, provide high-value domain-specific answers to business questions

- » **Self Service** outputs reduce the process burden of requesting data analysis from other teams

- » **Incorporating external and enterprise sources** gives a complete picture from relevant textual data feeds

- » **User-centric design** speeds adoption and encourages usage

- » **Role-based controls** add a layer of flexibility and security

IQVIA

CONTACT US

The IQVIA NLP Insights Hub provides life sciences organizations the insights needed for critical decision making and global collaborations.
For more information, contact nlp@iqvia.com.
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