

Welcome!

**What is the insight gap? And why should you care?**



# Welcome

# Disclaimer

The views expressed in this Webinar are those of the presenters, and are not an official position statement by MAPS, nor do they necessarily represent the views of the MAPS organization or its members.

This presentation is for informational purposes only and is not intended as legal or regulatory advice.

# Presenters



**Lance Hill**

Chief Executive Officer

**Within3**



**Kirk Shepard**

CMO & Head of Global  
Medical Affairs

Eisai Inc.



**Mike Abbadessa**

Executive Director, Medical  
Affairs

**Within3**

# Educational Objectives

This session will address:

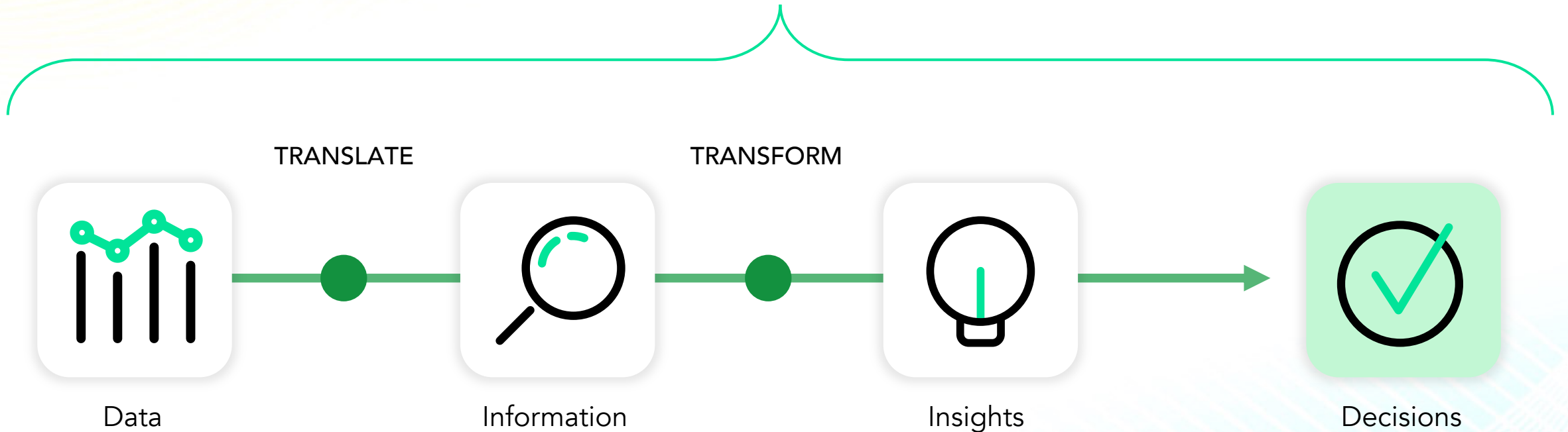
- How to identify the Insight Gap in Medical Affairs.
- The difference between data and insights.
- How can digital strategies strengthen the transformation from data to insights?
- How can Medical Affairs benefit from an improved insight process?

# Agenda

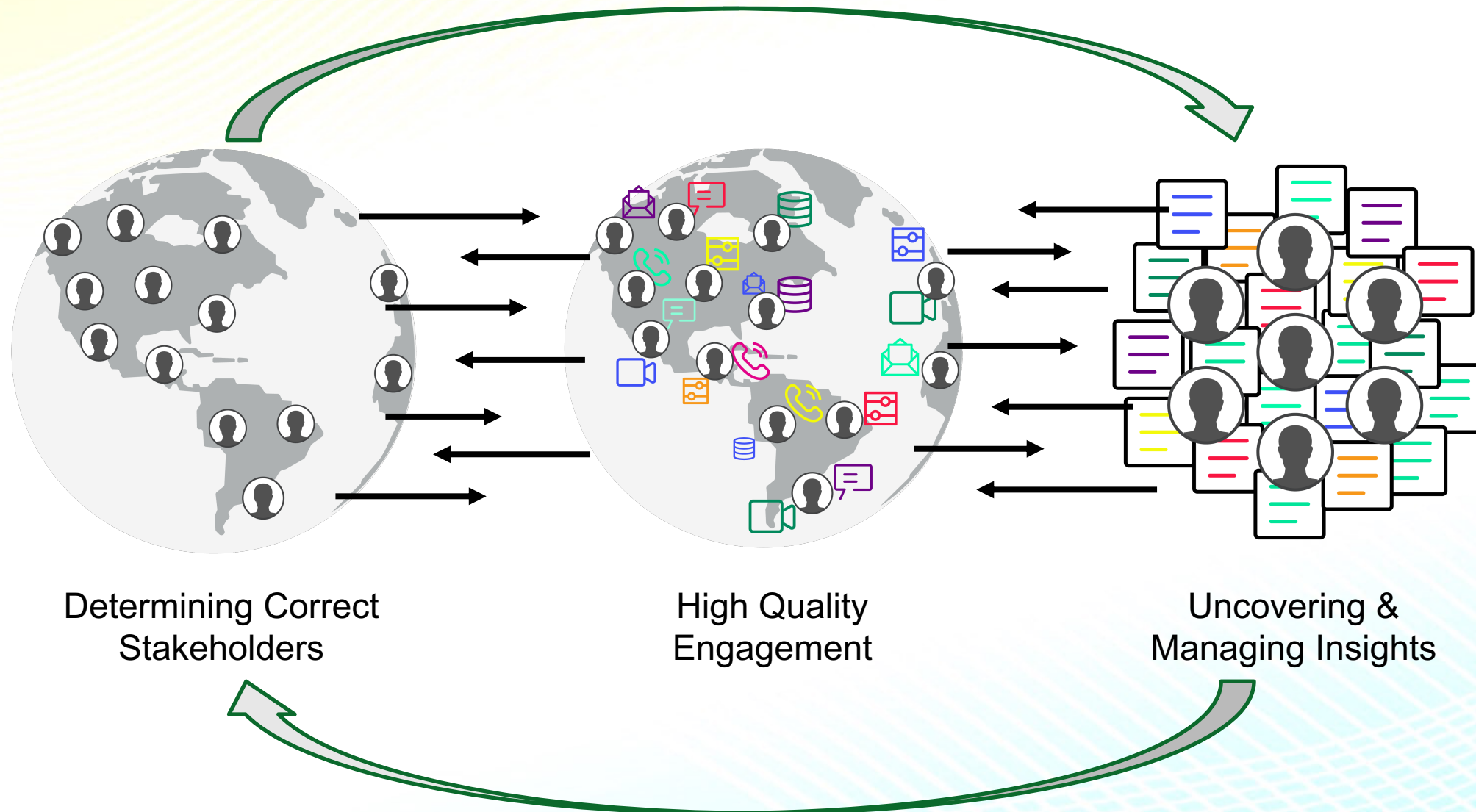
Time (EST)		
10:00	Introduction	Garth Sundem
10:05	What is the Insight Gap?	Mike Abbadessa Kirk Shepard
10:20	The four technologies disrupting Insights Management	Lance Hill
10:30	How can Medical Affairs benefit from an improves insights process?	Mike Abbadessa Kirk Shepard
10:45	Live Q&A	Panel
10:55	Closing remarks	Garth Sundem

# Strategic decision-making is driven through a process of transforming data into insights.

STRATEGY



# What is the Insight Gap?





# *The 4 technologies disrupting Insights Management*

# The 4 technologies disrupting Insights Management



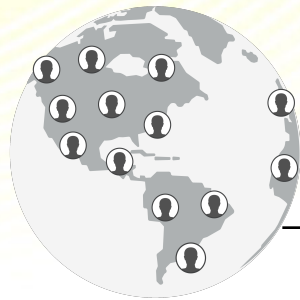
Disambiguated, Integrated HCP Data

Network Analytics

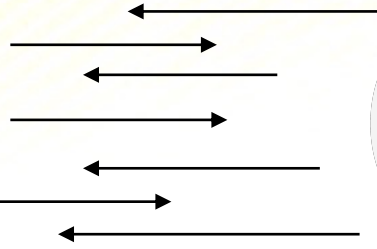
Asynchronous Virtual Engagement

Life-Sciences Trained Natural Language Processing / AI

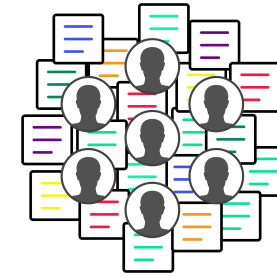
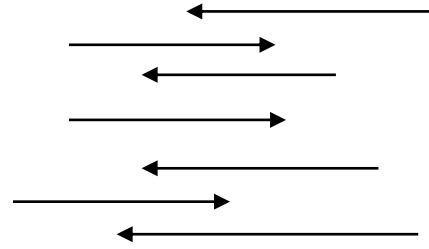
# The 4 technologies disrupting Insights Management



Determining Correct Stakeholders



High Quality Engagement



Uncovering & Managing Insights

Disambiguated, Integrated HCP Data

Network Analytics

Asynchronous Virtual Engagement

Life-Sciences Trained Natural Language Processing / AI

# Traditionally viewed HCP data sources have 4 unconnected "pillars."

Publications  
Congresses  
Etc...

Scientific

Transparency

Sunshine  
Grants  
Etc...

Referrals  
Rx  
Etc...

Treatment

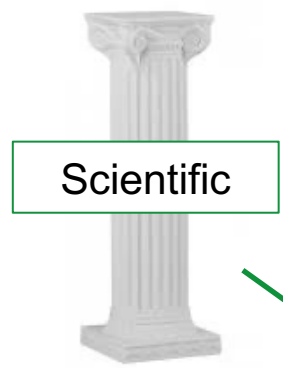
Social

Digital Opinion  
Trending Info  
Etc...



# Because there are no common HCP identifiers across each pillar, it takes work to build a single view of the customer.

Publications  
Congresses  
Etc...



Transparency

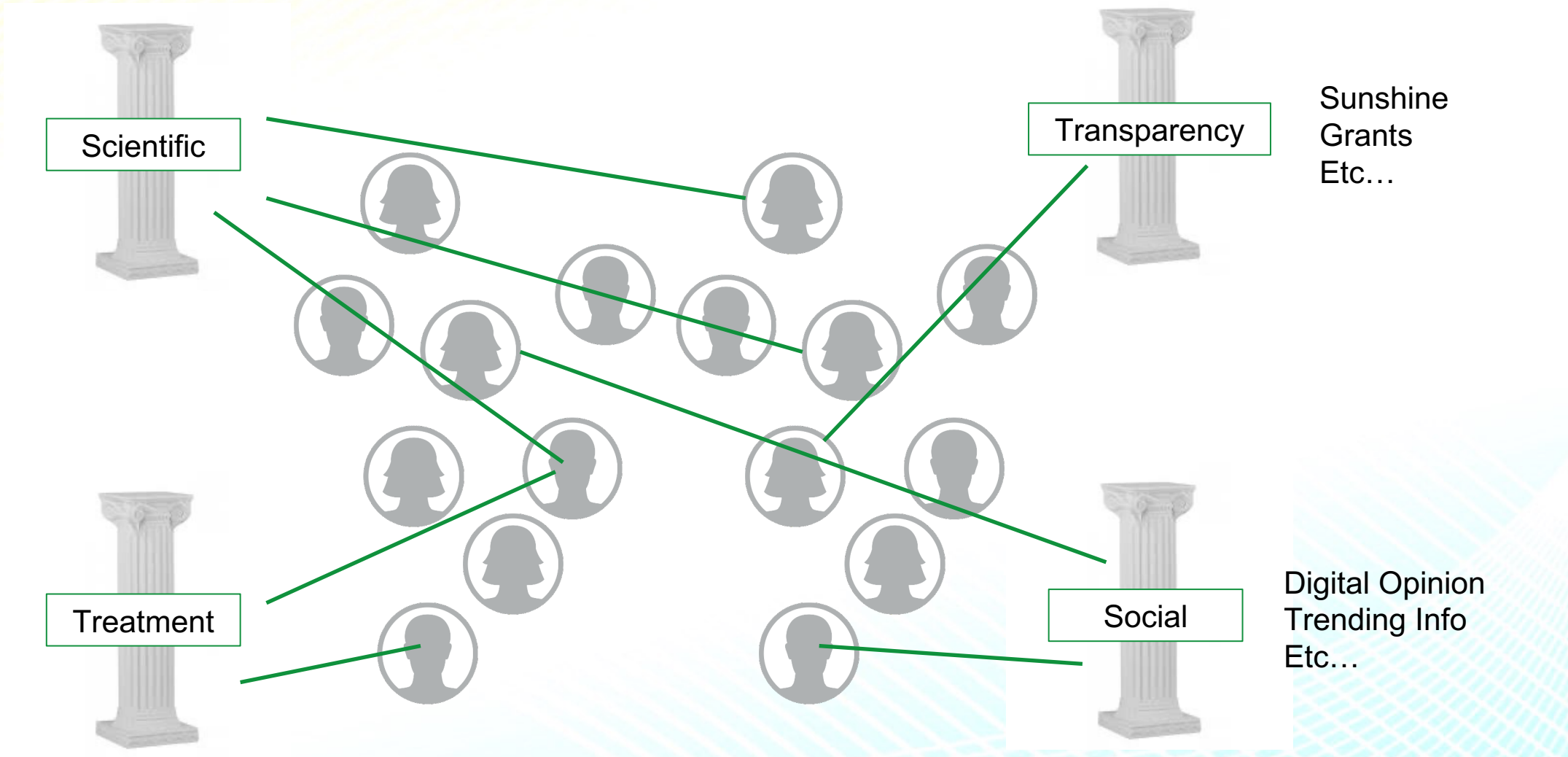
Sunshine  
Grants  
Etc...

Referrals  
Rx  
Etc...

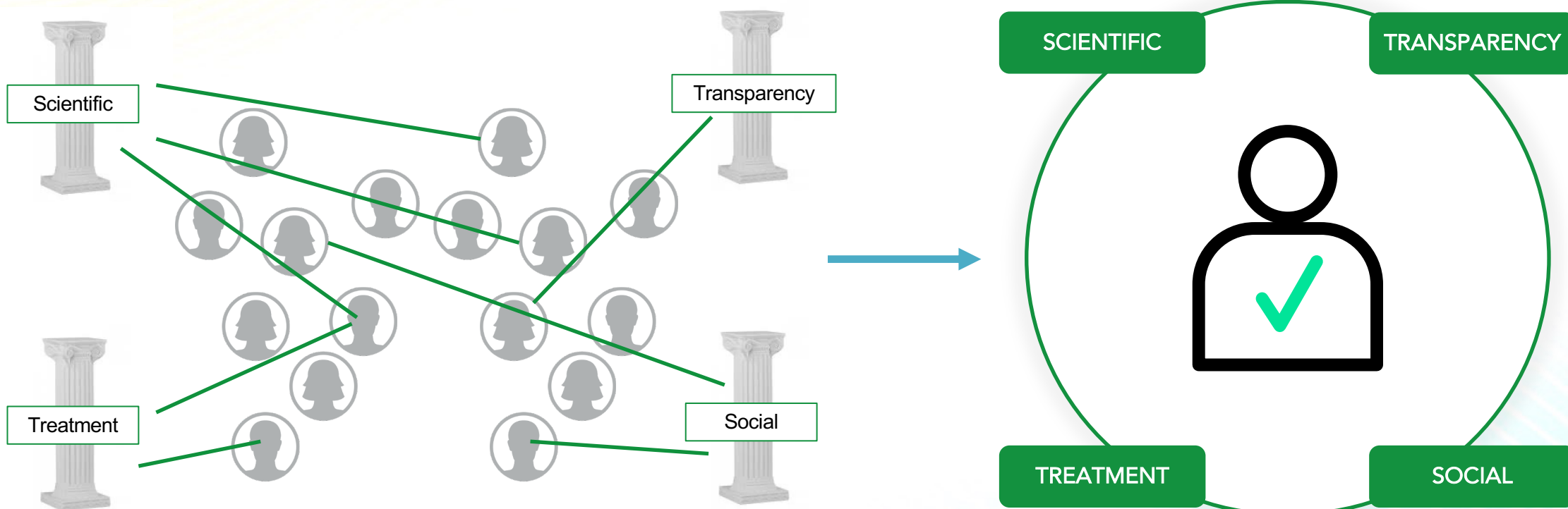


Social

Digital Opinion  
Trending Info  
Etc...



# Recent improvements in disambiguated, integrated HCP data are removing these challenges – connecting the data universe together.



Historical Challenge

Disambiguated, integrated HCP data

# The 4 technologies disrupting Insights Management



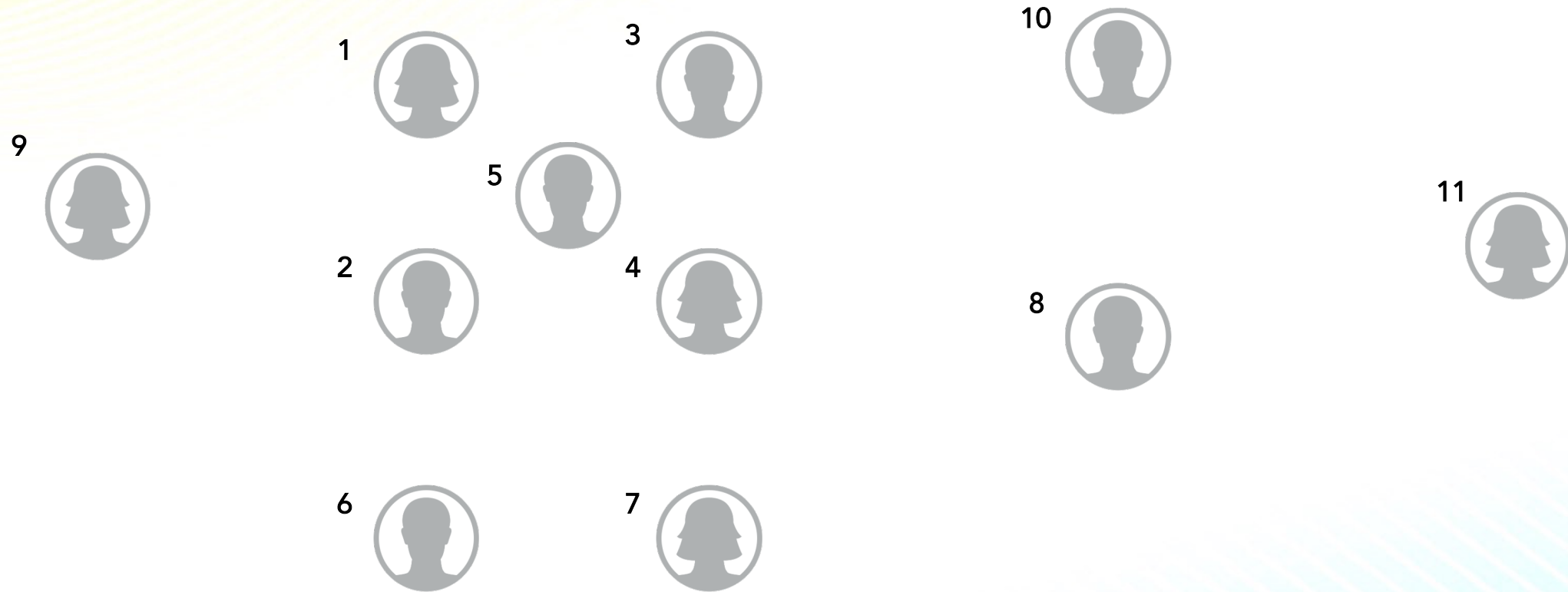
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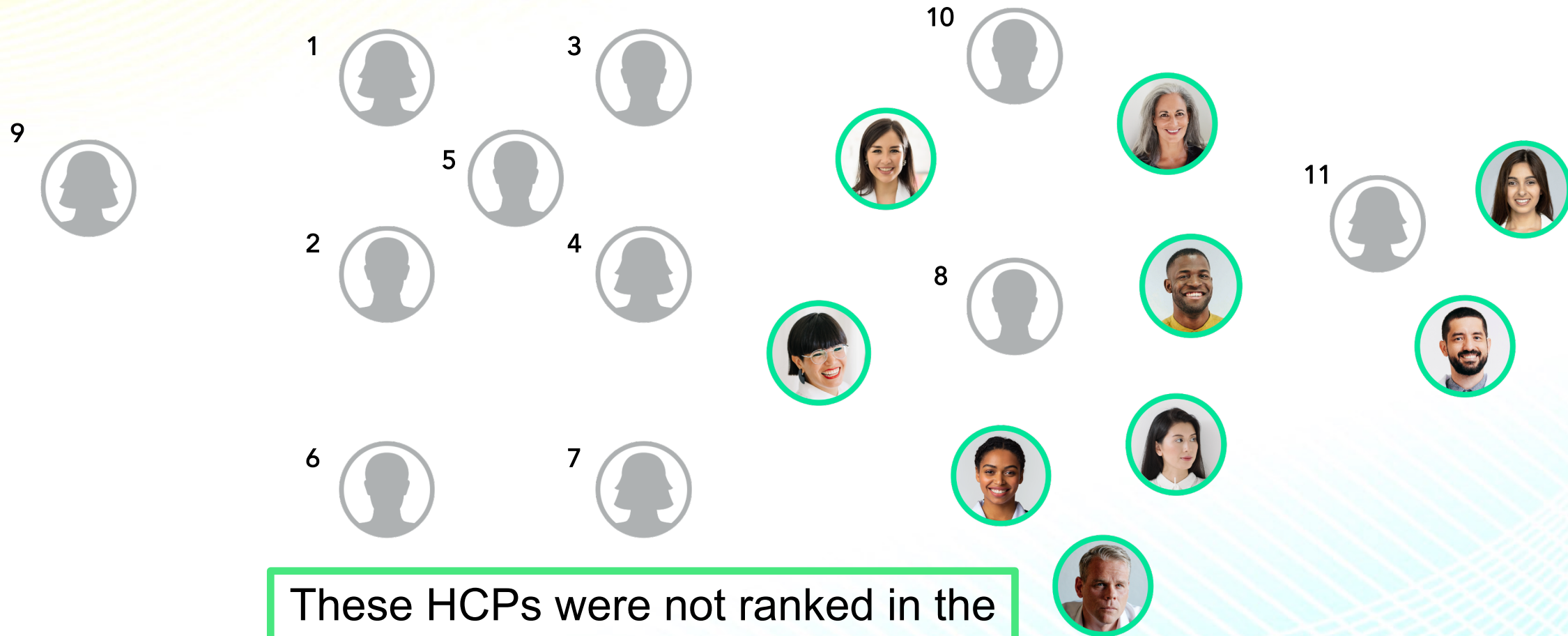
# Traditional “Profiling” analysis provides your top customers by ranked volume of activity



Example: Top 11 Physicians as Ranked by Volume of Pubs, etc.



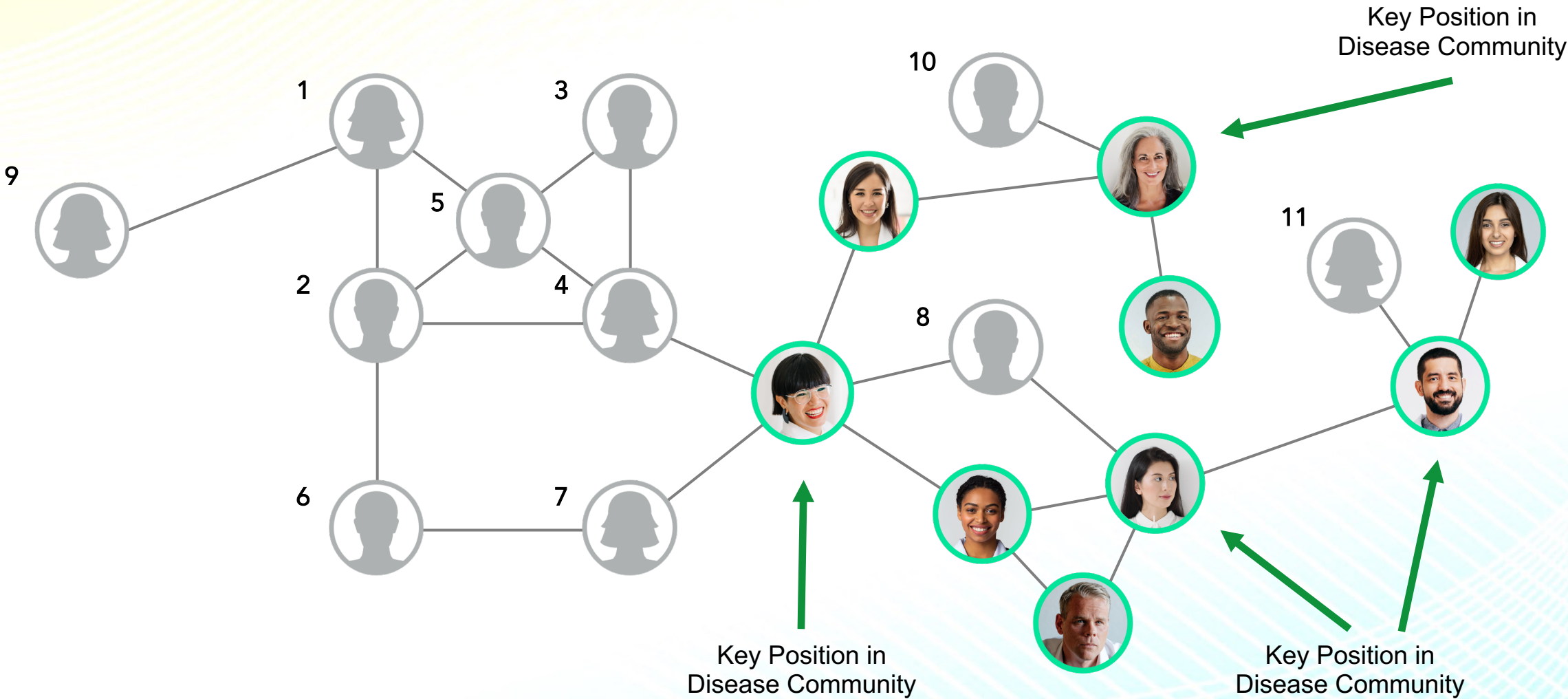
# Traditional “Profiling” analysis provides your top customers by ranked volume of activity



These HCPs were not ranked in the top 11.



# By doing so, we can move from “volume of activity” to the “Invisible College” within a disease community.



# The 4 technologies disrupting Insights Management



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# Asynchronous engagement is a powerful tool in the toolkit – driving different logistics and outcomes results.

Engagement venues can be divided into “synchronous” and “asynchronous.”

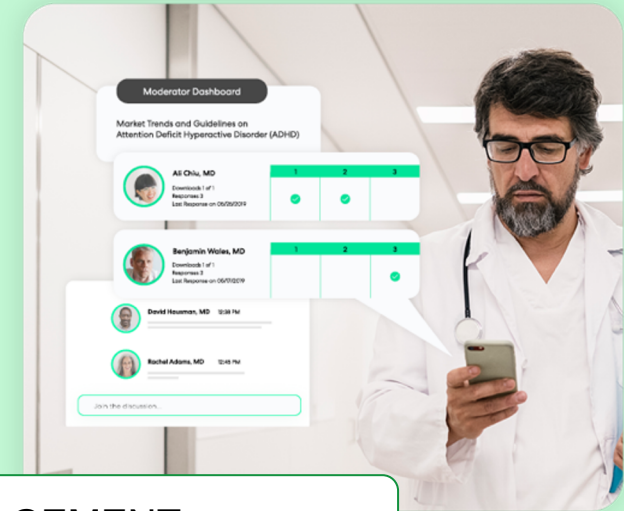
‘Real-Time’ Engagement  
In-Person, Live Meetings, 1:1s



‘Real-Time’ Virtual Engagement  
Webcasts, Webinars, Web Meetings



‘Anytime’ Virtual Engagement  
Online, Asynchronous Discussions



VIRTUAL ENGAGEMENT

Real-Time and Anytime Engagement Occurs Across the Organization:

MSLs • Sales Team • HCPs • Patients / Caregivers • Payers • Researchers • Internal Strategic Teams • Compliance • Others

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# What is Artificial Intelligence?

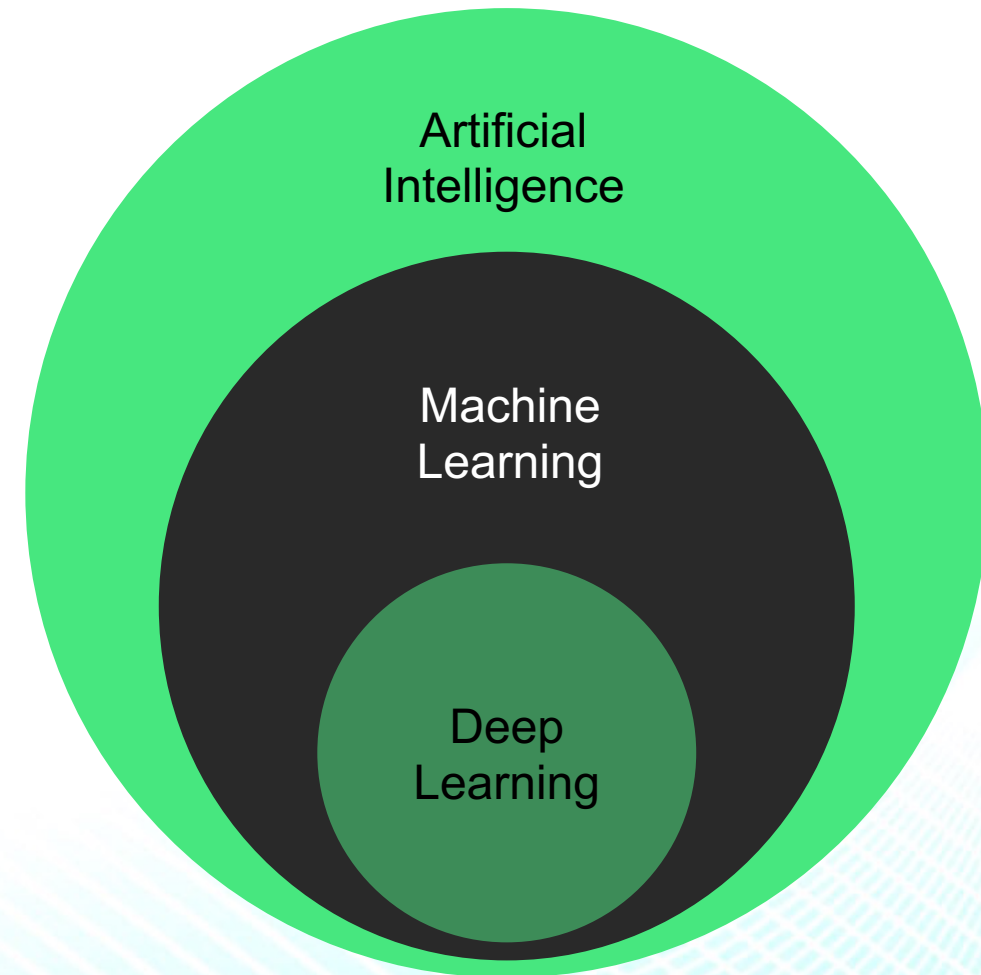
**Artificial Intelligence (AI):** AI is building smart machines capable of performing tasks that typically require human intelligence.

**Ex:** Alexa, Siri, etc.

**Machine learning (ML):** Machine learning (ML) is an application of artificial intelligence (AI) that provides systems the ability to automatically learn and improve from experience without being explicitly programmed.

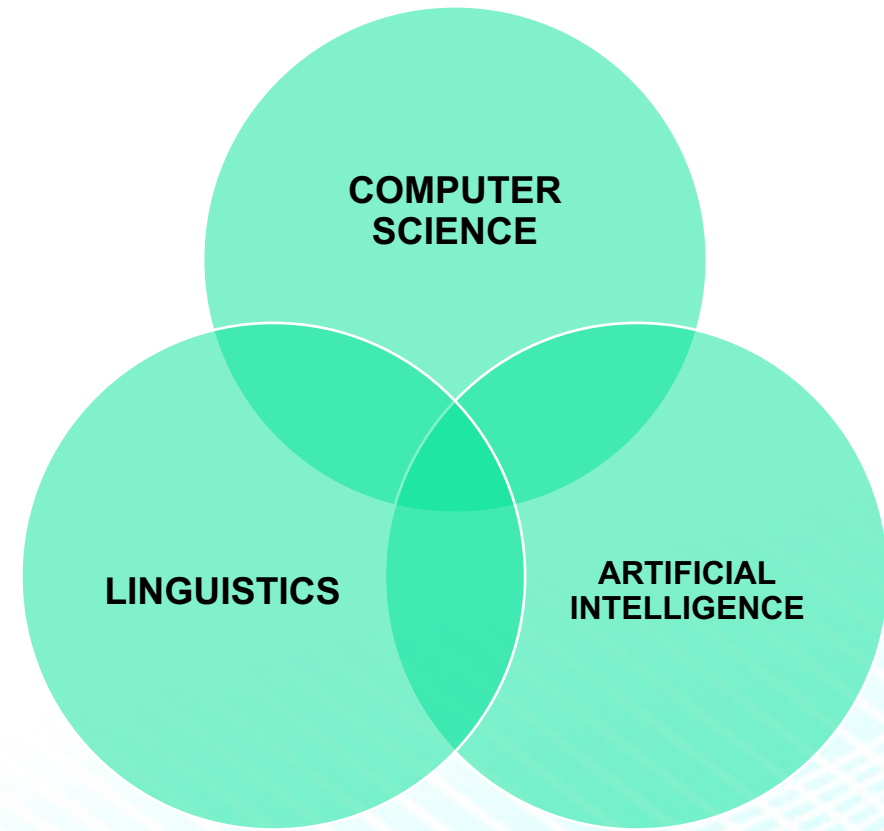
**Ex:** Alexa uses ML to predict your next question and answer it correctly

**Deep Learning (DL) :** Deep learning is an artificial intelligence (AI) function that imitates the workings of the human brain in processing data and creating patterns for use in decision making.



# What is Natural Language Processing?

**Natural Language Processing (NLP)** is a field of Artificial Intelligence that gives the machines the ability to **read, understand, and derive meaning from** human languages.





# The Anatomy of an Insight through NLP Technology

Life-Sciences trained AI/NLP uncovers the essence of an observation via derived insights, concepts, and sentiment analysis, using the aggregate results to tell you a story about your data.

**Term Analysis** is industry trained to identify products, disease states.

**Sentiment Analysis** using LSTM and **Aspect Identification** using Grammar Analysis.

"**Zolgensma** has been well tolerated in younger infants, but older infants have had lots of safety scares. Families were scarred by seeing their children so sick, and HCP feels they can't get over this. Possible negative community feelings on **Zolgensma**."

**Concept Analysis** using Medically trained Word2Vec Neural Network identifies additional concepts beyond keywords in text. Concepts: **adolescence, families, impact**

# The four technologies disrupting Insights Management



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What does the future look like for Medical Affairs when the insight process becomes more efficient?



# *Panel discussion & questions?*

**Thank you!**