

AI-Powered Velocity for Rapid Product Development and Launch



15,000,00 +
records
processed

Product
launched in
6 months

8M+ adverse
events tracked
with **99.5%**
accuracy

Monitoring cycle
improved from
3 days to **24
hours**

Accelerating Medical Intelligence Product Launch with AI and Analytics

To quickly develop and launch an advanced medical intelligence product, leading information-based solutions and services provider within the life sciences industry sought to leverage innovative technologies. Recognizing the potential of Artificial Intelligence (AI), they partnered with Straive, to harness the power of automation and advanced data processing.

Straive, known for its expertise in data-driven solutions, seamlessly integrated its proprietary Straive Data Platform (SDP) into the project. At the heart of this endeavor was the strategic utilization of AI.

By deploying AI, Straive streamlined and optimized what could have been a prolonged and resource-intensive endeavor. Consequently, there was a gainful reduction in the time required to compile, analyze, and prepare data for the new medical intelligence product. Furthermore, the client experienced a significantly accelerated time-to-market, gaining a competitive edge in an industry where innovation and speed are paramount.

What were some of the client's challenges?

The client faced many hurdles within their current product development methodology, including the following crucial challenges:

Data Integration Complexities:

Overcoming disparate data source challenges in product development.

Enhancing Adverse Event Management:

Efficient classification of high-volume cases for improved product safety.

Expanding AI Implementation Horizons:

Addressing resource limitations beyond analytics in product development.

Holistic Approach to Complex Medical Device Data Management

Straive harnessed its proprietary data platform, seamlessly integrating AI and advanced data analytics, to achieve comprehensive automation. This involved streamlined data acquisition from FDA datasets, encompassing diverse formats, along with real-time surveillance of regulatory channels.

Employing cutting-edge machine learning models, Straive efficiently extracted, cleansed, and classified an array of data elements—ranging from adverse events to manufacturer details and complex device specifications—aligning them meticulously within a customized client taxonomy. To establish a cohesive repository of medical devices and safety information, the process hinged on the strategic application of data normalization and disambiguation principles, further underscoring the benefits of our AI and data analytics-based solution.



A team of **80** biomedical Subject Matter Experts (SMEs) was deployed to provide specialist curation on the datasets. The entire project, including historical data processing and launching of the product, was completed in **6 months**.

Moreover, a dynamically adaptive maintenance schedule, empowered by AI-driven insights and data analytics, was devised to meticulously monitor and incorporate daily, weekly, and monthly modifications to medical devices.

The culmination of our collaborative efforts with the client resulted in the creation of the data structure and delivery formats for the final database and ensured a harmonious alignment of both parties' insights and requirements.

Unlocking Multi-Faceted Benefits through Database Integration

Broadly, Straive enabled the client to offer a product that would help medical device manufacturers shift from incremental to breakthrough innovation.

Specifically, Straive delivered an integrated database that removed the barriers to identifying the patterns and associations formed from the numerous medical device databases maintained by the FDA agency. It simplified the process of gaining actionable insights by offering:

- ▶ A short and straightforward research and analysis processes
- ▶ Single-window view to risks related to a specific product, adverse event reports, recalls, or warning letters
- ▶ Analytics to compare safety and quality risks and discover seminal trends
- ▶ Data from similar products for benchmarking
- ▶ Updated information on an ongoing basis

Why did the leading life sciences industry information-based solutions and services provider choose Straive?

World's leading information-based services and solutions providers choose Straive for its comprehensive suite of end-to-end automated solutions. These solutions not only steer decision-making processes but also unlock unconventional revenue avenues and forge fresh dimensions of value, meticulously weaving together the prowess of AI and data analytics.

Furthermore, Straive's team of multi-disciplinary subject matter and content and data enrichment experts are committed professionals operating at the intersection of business and technology. Armed with practical industry experience and pioneering technologies, they deftly channel the potential of actionable insights to empower clients to navigate the complexities of the digital realm.



About Straive

Straive is a market leading content technology partner that provides data services, subject matter expertise (SME) and technology solutions to multiple domains, such as research content, e-Learning / EdTech and data/information providers. With a client-base scoping 30 countries worldwide, Straive's multi-geographical resource pool is strategically located in eight countries - Philippines, India, USA, China, Nicaragua, Vietnam, United Kingdom, and the company headquarters in Singapore.



www.straive.com



straiveteam@straive.com