



## Yogesh Haribhau Kulkarni

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#### Keeping Eye/AI on Drug

It's necessary for a pharmaceuticals company to keep vigil on the adverse effects of a drug, reported in literature/media even after its launch in the market.

This is called as 'Pharmacovigilance' (PV).

Traditionally, PV has been a manual, labor intensive, error prone and time consuming process. With advent of AI (Artificial Intelligence), especially with newer techniques of NLP (Natural Language Processing), detection of ADRs (Adverse Drug Reactions) is getting far more effective/scalable.

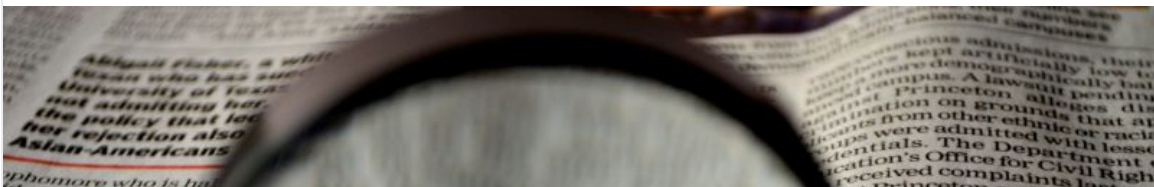
My personal experience has been that the efficacy of AI modeling for PV depends not only on how well you represent the medical-language, but also on how extensive sources have been integrated as external knowledge.

Here are a few wonderful articles on the same topic:

- <https://lnkd.in/dTHtDBew> by [Dariusz Jacoszek](#)
- <https://lnkd.in/dpxFZVvv> by [Brian K. Buntz](#)

[Marie Flanagan IQVIA](#)

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Quite informative. Thanks for sharing [Yogesh ji](#)

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