

Got a question about your study status?

No problem, generative AI lets you chat with your data for answers!

Just when you thought you had heard about all the coolest generative AI solutions out there, IQVIA Technologies has raised the bar again with its announcement that its industry-leading Clinical Data Analytics Solution has been augmented with generative AI capabilities that allow our customers to converse with their data in real time.

You read that right. Intelligent, chat-based conversations with your study's clinical and EDC data are now at your fingertips. According to **Wendy Morahan**, Senior Director, Clinical Data Analytics, it is an exciting solution that will democratize study insights at a time when our industry needs it most.

“With recent regulatory guidance, our customers are facing greater responsibility for their studies’ oversight than ever before, leading them to invest valuable technical resources into dashboard analysis and data parsing,” Wendy said.

“By overlaying our data with generative AI, we can now bring even people with little or no technical expertise closer to the data to better understand the clinical context of a study’s performance. That translates to valuable time saved, better informed teams and all-around improved oversight of our customers’ studies.”

So, what might a chat with your study data look like? Consider a situation in which, for an upcoming presentation to management, you need to know how the adverse events in your study compare to the industry standard. You need to create a visual of all adverse events in your study to date and flag the outliers — adverse events occurring more than three standard deviations from the average. Without generative AI, you would need to perform multiple menu clicks and filtering actions across multiple dashboards to find the answer.



But with CDAS augmented with generative AI, you can simply ask for the visual in a chat:

Show me sites on Study FW1719167 that have an adverse event rate greater than or equal to 1 when compared to the study average in a scatter plot. Color sites within three standard deviations yellow, color sites above three standard deviations red. Place rate on the y-axis and site number on the x-axis.

And, voila! The platform will deliver your visual. Users can also search datasets and previous chats, share chat history for faster outputs, save graphic outputs as a file and give the platform feedback for metrics and fine-tuning.

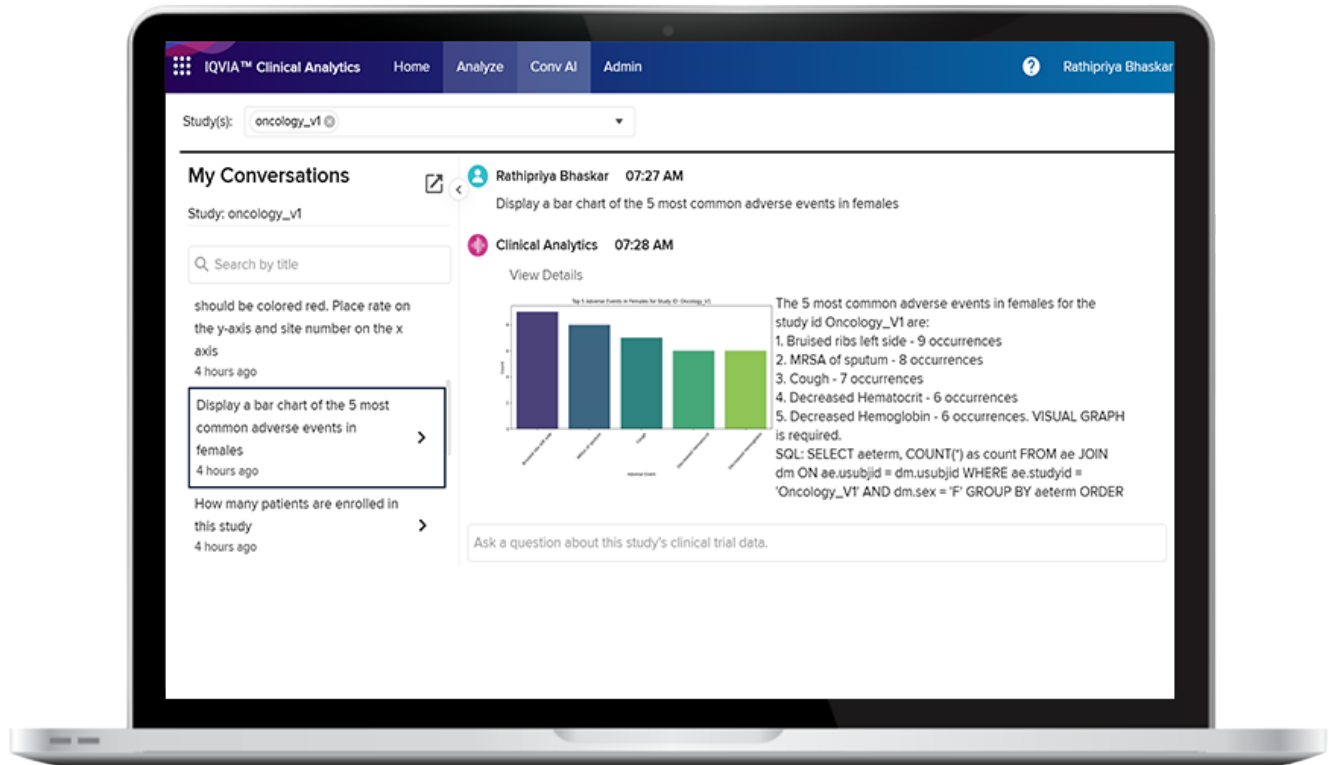


As IQVIA Technologies developed the solution, security and explainability of results were paramount. For all the positive buzz about generative AI, stories of large language models that hallucinate and give unreliable responses are very real. To ensure the CDAS solution is trustworthy, the architecture implements strict security to protect sensitive customer data. Users are provided with a full audit trail on the root of the data to understand how questions are answered. In addition, the solution has safeguards around the return of answers to ensure they are only received by those with approved data access.

So far, customer reaction to the solution has been positive.

“We have shown conversational AI for CDAS at two conferences so far, and it is clear that this solution is something our customers are excited to adopt,” Wendy said.

“With our full rollout of the external offering coming in June, we expect this to quickly become a solution that differentiates IQVIA and reinforces our position as a leader in healthcare AI.”



To learn more about how IQVIA's Clinical Data Analytics Solution allows sponsors to have intelligent conversations with site data, visit iqvia.com/CDAS.