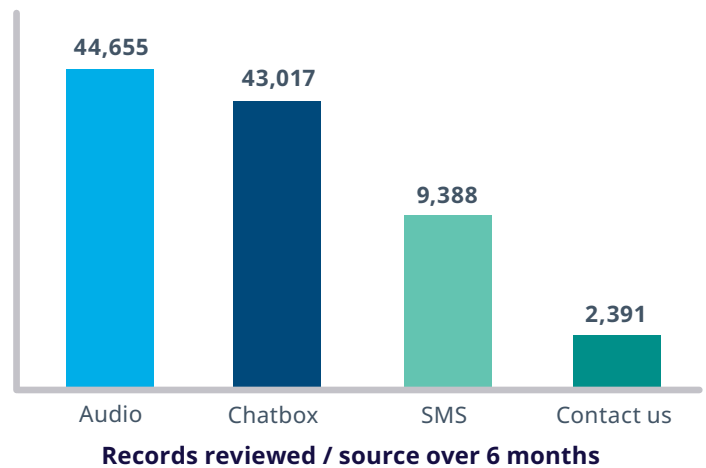IQVIA
TECHNOLOGIES

Omnichannel PSP monitoring for safety events

Upstream and downstream efficiency and quality gains

Implemented AI-enabled review in GxP workflow

- Used a mix of automation technologies (VTT, NLP, RPA) to **perform a safety net review all records**

- Extracted safety event data in E2B format allowing for gateway reporting to client safety system

- Reconciled safety database ACKs with PSP data collection systems **providing a fully integrated E2E solution**

- Resulted in **3% reportable safety events:** 2,738 total, 2,234 from audio

PSP Data Sources

Source	Records reviewed
Audio	44,655
Chatbox	43,017
SMS	9,388
Contact us	2,391

Records reviewed / source over 6 months

Visual workflow: This process can be applied to any unstructured source coming through a patient support program

Ingest safety relevant data sources	Mix of technology to optimize review	Distill and route safety information	Downstream Safety Database Intake & Analytics
Via API or sFTP CRM Data Audio files Emails Social media posts Forums Chatbot transactions	Configured Client Product **NLP, OCR and voice to text audio transcription** **Detect Engine** **Ontologies** trained on vast safety data sets to identify and highlight adverse events, pregnancies, special situations, and technical product complaints)	**GxP compliant, centralized workflow** to document searches, capture actions and route safety events and line listings to safety vendor/ safety database	AE, Product Complaints, Special Situations, and AESIs **Reportable** Safety Vendor (**E2B system integration** for auto ingestion) Data export / line listing **Reconciliation**

Benefits

UPSTREAM IMPACT (PATIENT CENTRICITY)

Agent workload **reduced by 500 hours**

Identified **459 events** previously unreported by agents

Agents unincumbered by manual AE/PC reporting administrative duties, allowing **more time to focus on patient**

DOWNSTREAM IMPACT (SAFETY OPERATIONS)

PV Intake labor **reduced by 900 hours** (1FTE annually) alleviated by gateway reporting and auto-E2B ingestion

QUALITATIVE IMPACT

Reduction in non-value add activity, more meaningful utilization of professional resources

Top 10 pharma case study, metrics current from project start date Dec '24 - Sep 25'

CONTACT US

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