

IQVIA AI for Hospitals and Health Systems

AI medical event prediction

Artificial intelligence and machine learning (AI/ML) models have transformed the ability to identify opportunities to reduce avoidable costs, predict medical events, and, ultimately, improve patient care. But developing and implementing the models, and then interpreting the insights to drive actionable results can get tricky. You need the right data, the right process, and the right actions to be successful.



Common AI implementation pitfalls

Data science resource limitations

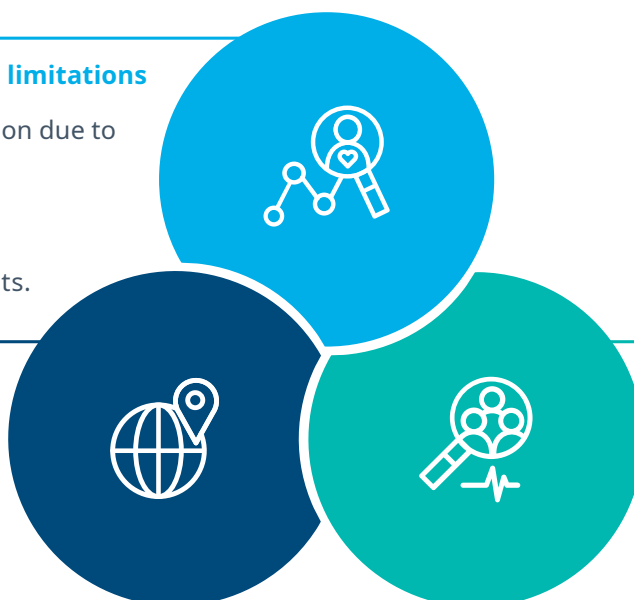
- Project de-prioritization due to staffing limitations.
- Model drift, bias, and uninterpretable results.

Under-and over-localization

- Siloed, home-grown models.
- Black box models with limited configuration.

Limited clinical resources for actioning

- Investments that do not yield actionable information.



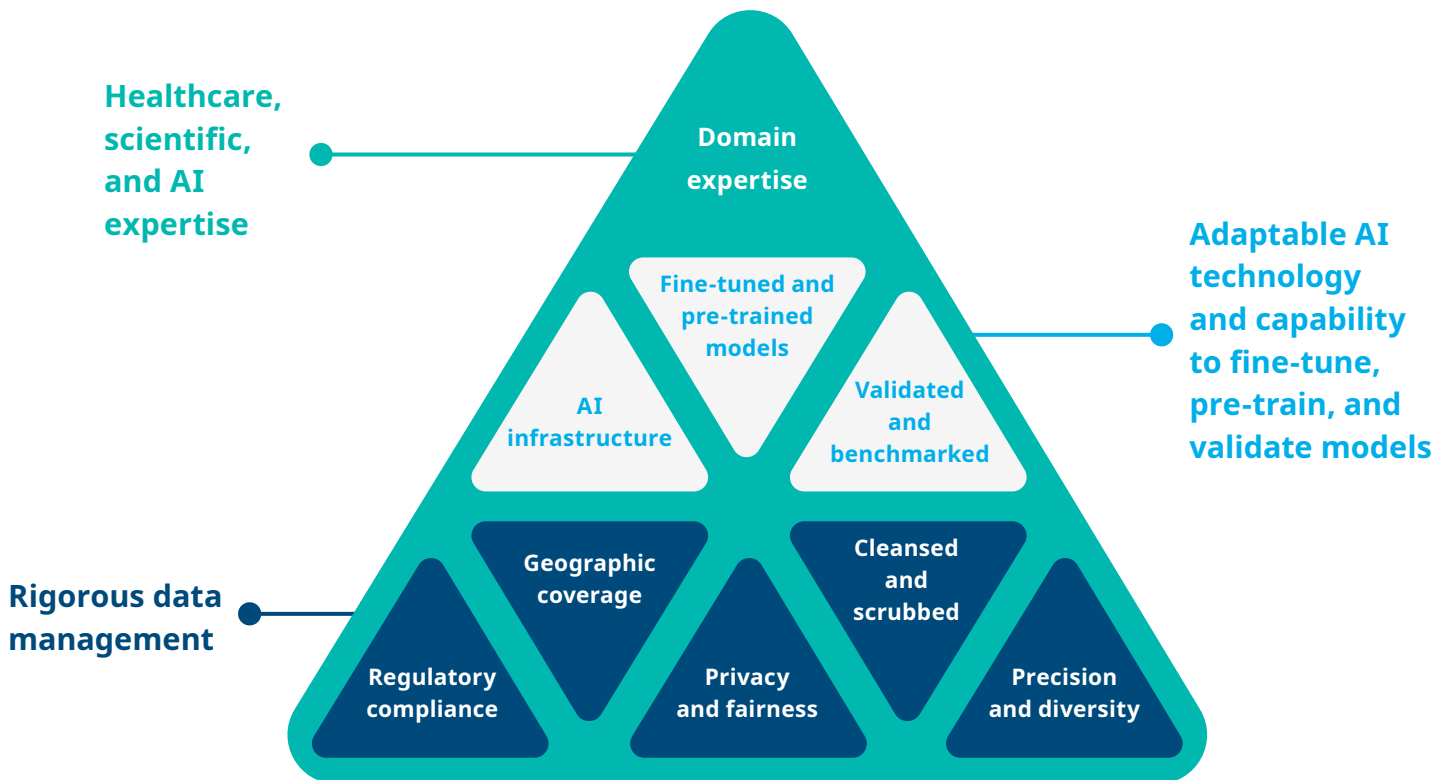
IQVIA Healthcare-grade AI™ in action

 NEEDS	 BENEFITS
Earlier detection of disease progression	<p>More timely interventions enable early treatment to improve patient outcomes.</p> <p>Cost savings for more expensive, late-stage treatments.</p> <p>Improved patient prognosis enhances the ability to manage chronic diseases effectively.</p>
Identification of treatment non-adherence	<p>Enhanced patient engagement helps providers address barriers to adherence.</p> <p>Better outcomes by ensuring patients follow prescribed treatments for maximum benefit.</p> <p>Resource optimization through a reduction in unnecessary hospital visits and re-admissions.</p>
Understand patterns of disease progression	<p>Personalized care facilitates tailored treatment plans based on individual disease trajectories.</p> <p>Predictive insights to anticipate future health issues and plan accordingly.</p> <p>Research advancements by identifying new patterns and correlations.</p>
Ability to predict risk of adverse events	<p>Preventive measures allow for proactive management to prevent adverse events.</p> <p>Risk stratification to prioritize high-risk patients for closer monitoring.</p> <p>Improved safety by reducing the likelihood of complications.</p>
Identification of risk for emergency room (ER) visits and re-admission	<p>Reduced ER visits leading to significant cost savings.</p> <p>Efficient resource allocation based on improved ability to predict demand.</p> <p>Patient satisfaction and experience by reducing wait times and overcrowding.</p> <p>Targeted follow-up ensures high-risk patients receive appropriate follow-up care.</p> <p>Cost reduction by decreasing readmission rates, leading to lower healthcare costs.</p> <p>Quality of care is enhanced by addressing potential issues before they lead to readmission.</p>
Proactively predict treatment responses	<p>Optimized treatment plans and adjustments based on predicted responses.</p> <p>Increased efficacy of treatments by tailoring them to individual patients.</p> <p>Reduced side effects by predicting and avoiding ineffective treatments.</p>

Why IQVIA?

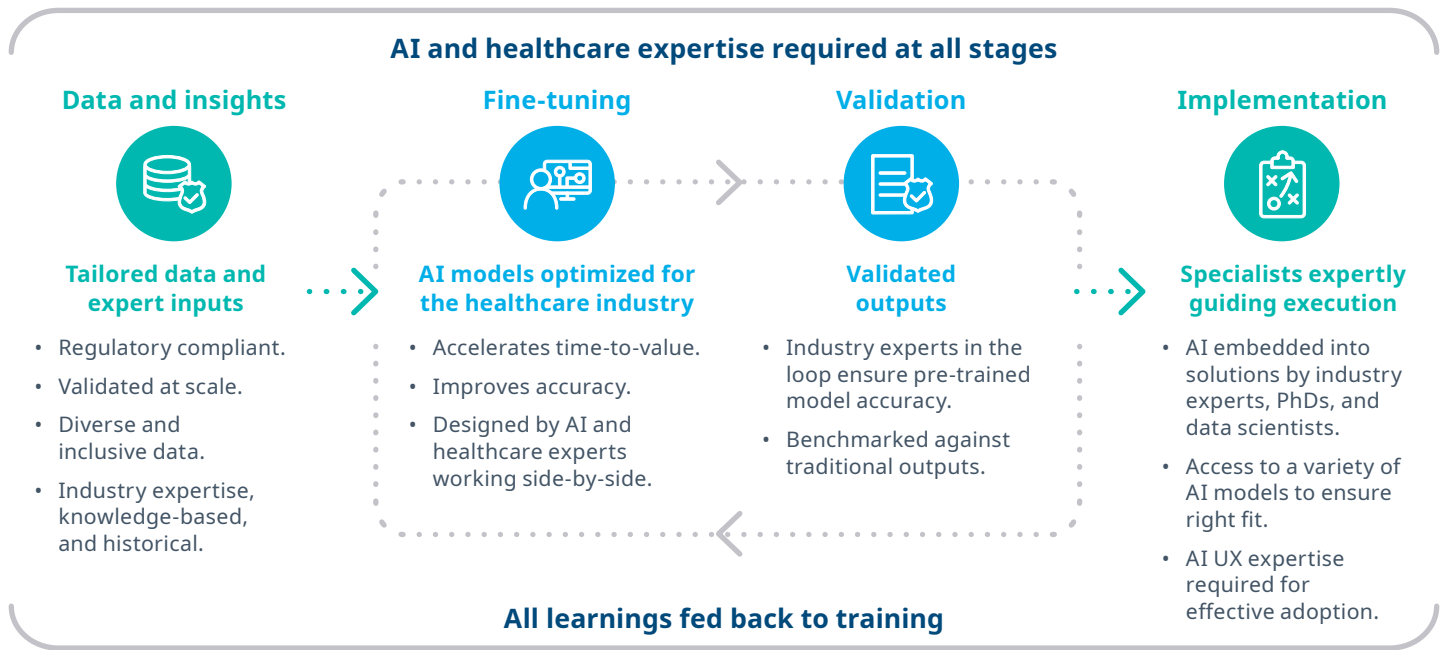


IQVIA Healthcare-grade AI™ is a model for trusted intelligence with key building blocks to help organizations account for fairness, privacy, precision, and actionable insights.



IQVIA's fit-for-purpose approach

For over 20+ years customers have benefited from IQVIA's award winning natural language processing and AI methodologies



Assess business needs

- Understand customer key objectives and goals.



Specifications and design

- Assess feasibility.
- Establish optimal approach (dynamic, predictive vs. rules-based analytics).



Analytic tool development

- Create fit-for-purpose model, test, revise, optimize, and deliver.



On-premise implementation

- Support implementation and ensure customer satisfaction.



Dedicated collaboration

- Dedicated client success advocate.
- Ongoing support for data inquiries and methodology review.

With decades of experience in data science, AI-powered analytics, and innovative technologies, our teams at IQVIA have developed a model for scalable, secure information management and technology enablement to accelerate the reliable and responsible adoption of AI in healthcare.