

INTIENT PHARMACOVIGILANCE ON DEMAND WEBINAR

VIDEO TRANSCRIPT

Hi I'm Grishma Sharma and I'm managing director with our Life Sciences organization within Accenture.

I lead our global pharmacovigilance, so drug safety practice and I've been in the industry about 16 years.

And I focus on the business that we have, delivering across consulting, strategy, technology, operations, and our platforms business.

Hello everybody, this is April Davis.

I'm the INTIENT PV strategy lead here at Accenture.

I drive innovation within pharmacovigilance partnering with Grishma as well as across Life Sciences.

Prior to joining Accenture eight years ago, I was actually in the industry for over ten years.

And I've been in pharma R&D for over 25 years in both the IT space and the business space working with clients and coming up with different ways to solve problems. So very happy to be here today.

So what we want to speak about today is some of the trends we're seeing in the industry, and also what we're doing about it and the investments we're making.

And hopefully the impact that we'll be making on patients' safety and science generally.

So what we've been seeing in operations over the many years is that companies need to manage the increased volumes.

They continue to grow.

And it's very important to lead with efficiency in all the organizations.

We know that our companies have to manage these large volumes with shrinking budgets.

There's a large amount of patients on programs that continue to be required for safety organizations to support.

Not only that.

Health authority interactions and regulations continue to change across the world to better support patient safety.

But what that really means is that the trend, the imperative is to get away from the transactional side of just processing data and processing the cases.

And to stop looking at the cases and the patient results on a one to one basis to look at it more in an aggregate.

So what the trend over the last few years is a real shift in focus to the science and the safety of science for our patients.

And having a better evaluation of the tactic signals and finding the insights of real impact.



So patient cohorts that could be supported by better disease states and better products.

There is a large impact of having the right signal validation on the report to support not only post-marketed products and the safety of those but also through the R&D process.

With that we know that there is many advances in technology.

We really want to see what that looks like and how that can really benefit the end patients and our stakeholders in general.

So April what are your thoughts on how data and insights in technology really come together and support the industry as a whole.

I mean I really agree with what you're saying Grishma.

What we've also seen especially in today's time with the pandemic, data has become front and center, not just access to it but really getting meaning and context out of data.

And I think what we're seeing in terms of trend and what's becoming an imperative if you will, is for our PV clients to really work with their colleagues in R&D.

Not only to manage the data but really get that meaning earlier and earlier in the drug development life cycle.

And so data has really taken on a different role beyond just collecting and getting access to it but finding meaning for patients and products earlier and earlier even before post-market even during research so data the benefit becomes almost paramount highlighted by where we are today with our pandemic.

But it sets the stage for patient safety in general where we're heading.

And so at Accenture we've been investing in INTIENT pharmacovigilance assets for the last 3 to 5 years really trying to target solving per cost efficiencies as Grishma mentioned in operations:

Trying to solve for streamlining the data as its coming through whether it's in clinical or post-market stages.

Targeting automation but really targeting insights has always been our vision.

We've always felt if we can help our clients get beyond the transactional nature of their work and really help them pivot to more meaning and context.

And getting insights out of data we feel that we're solving a bigger problem.

And again this is really accented by where we are today with the pandemic, where we can help our clients and their patients, leveraging safety profiles earlier, and even targeting clinical sites in the clinical setting, blurring the lines between pharmacovigilance and a clinical trial setting.

So in INTIENT PV where we focused our assets today, it's certainly enabling our operations team first and foremost.

Technology enabled services is what we'd lead a lot with our clients.

And we feel that the credibility that Grishma's organization brings across operations and consulting is complimented really well with continuous innovation in technology.

That's been a vision of ours from the start at Accenture.

We also have an asset named "Insights as a Service".

Literally as it says it's being able to offer services of outcomes-based insights.

And so through advanced technology and over and above the analytics and data tools.

Having a team of people be able to leverage our advanced INTIENT PV insights technology offer those insights to clients on an outcomes-based manner.

Literature Search and Screen is another asset that we focused on over the last 6 to 12 months.



More and more companies are looking earlier into the case processing process, if you will, to mine significant and useful information to being let able to leverage advanced technologies to again find meaning and content.

But also having that visual experience as well.

So again thinking about the operator, what's most valuable for them is to complement their jobs and doing their jobs from a visual experience.

So leveraging advanced technologies to mine information and find the meaning, but also from a visual experience point of view be able to complement an operator's view.

Most recently and not really new to advanced technologies they used foreign language translation.

We feel that this is going to be an ever-present asset not only within pharmacovigilance but within regulatory clinical as well as earlier stages in drug development such as research.

Being able to translate and have an assistant real time whether it's text based or document based.

Translate information at the scale and the cost efficiencies that it brings 95 to 99 % is an incredible benefit when you go back to what we were talking about earlier, being able to get from an imperative to cost efficiency benefits as well as shifting the needle to more strategic goals.

The foreign language translation technology has really come a long way and it brings me to the point about our partnership with google, as probably has been mentioned in other areas at Accenture in other webinars.

INTIENT Pharmacovigilance and my team in particular has really partnered effectively with google in the latest technologies in the NLP natural language processing area, natural language generation, and we have successfully taken advantage of the automation, the models, as well as the vision technologies

to bring the outcomes of the meaning to life with regards to data.

So overall from an INTIENT PV perspective you know we've had a vision partnering I've been with Grishma for the last 8 years, partnering to really bring to life and solve problems from an operations perspective but the pivot we've made over the last - months is really shifting our investments.

Not only in the data layers but really bringing meaning to data.

For pharmacovigilance and earlier in drug development as well.

Grishma, I mean what do you think about how this fits into the strategy and how we're standing out from others that we sort of work with in industry or the rest of the pack.

One thing I feel is a big differentiator is the variations of innovation is something that gets hold in a natural way of working for the people on the ground in our operations team.

This research and discovery and trying to use new concepts and implementing them brings it directly into how we deliver to operators.

And that's exactly how safety organizations really need to strive to be beyond the transactional day to day case processing. We understand the importance that bringing quality and compliances will always be paramount.

We as safety organizations whether we're internally driving safety or supporting our clients.

We are required to bring innovation and better ways of working every day.

So I certainly see these different assets that are being developed and making an impact instrumental enough supporting that mission to make sure that we bring those in our day to day working.

And this will elevate the role of safety organizations and pharmaceutical companies in R&D post commercial.



So that you can really bring that strategic advisory focus to benefit risk profiles to different insights that you talk about April, including the interactions of our stakeholders as well.

I completely see that and it's interesting you say that you know we've worked with clients where we've applied our INTIENT robotic process automation assets in PV quite a bit over the last 3 to 5 years

You know thinking about enabling operations and what's really interesting is that PV within R&D organizations were the leaders.

With the leading function in R&D time and time again where they were solving for a cost efficiency problem.

They were leveraging innovation in the robotic process automation space.

And they've become the go to functions within R&D as to how they actually implemented innovation and led the way.

Which really you know when you think about the next 5 years.

We really see pharmacovigilance leading the way from a data insights perspective that safety science and the discipline the maturing discipline within pharmacovigilance and again really coming back to where we are today and the socio-economic issues of COVID.

You know PV and drug safety and patient safety really is front and center for any of your vaccine trials. And so you know PV will continue to lead the way within R&D. It's almost become an imperative that they have continuous ...

That they continuously look at innovation in technology and process to really bring earlier and bring forward patient safety truly front and center.

And so at Accenture we know this. We talk to our clients on a day to day basis.

We know the pain points that our PV organizations are facing.

And so at Accenture from an INTIENT perspective platform.

As well as an INTIENT Pharmacovigilance perspective continuous innovation and continuously funneling in where the market is heading and being ahead of that is very important for us so that we can solve

Solve the problems for today certainly around cost effectiveness but really as we've had this inspiring moment, or moment in history if you will. PV will continue to lead the way as data in insights and finding meaning in data becomes the norm of solutions out there.

And we're hoping and planning on that we will continue to invest in that trajectory.

Grish did you have any final thoughts as we close out.

Well I'm just extremely excited about where PV is heading now and in the next 5 years

The commitment to drive a technology enabled operation is a big theme we hear from all of our clients we speak with.

And the importance of our commitment to patient safety through continuous improvement is going to remain with us.

I think the next big challenge is driving this type of focus globally. At the different country levels.

And bringing that level of focus of patient safety to the forefront, and we're seeing it unfold in front of our eyes as it moves to vaccine safety.

And we know that this will really change the public perception and expectations of all stakeholders to put safety in the forefront.

I'm very excited about where safety is heading and our direct impact through hopefully supporting this industry as a whole.

Thanks, Grish. My final thoughts are that INTIENT PV, the vision, the strategy, and the execution with regards to operations enablement technology, innovation, and really partnering and co-creating with our clients, we see it as a foundation to really start as a means to an end.



And we are excited, as Grishma says, having that framework of assets both at a micro-level but also at a platform-level, to be able to work with our clients to get to that fruitful end and the meaning in the data and really meaning in patient safety.

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