

EBOOK

Getting more out of unstructured data

Optimize your Medical Affairs organization and
stakeholder interactions with Augmented Intelligence™



stratifyd

Introduction

Medical Affairs teams sit on gold mines of Voice-of-Customer (VoC) data ... but sifting through it to make informed, customer-first decisions isn't an easy task. Unfortunately, most VoC data is captured in unstructured form – like free text in a Word document, audio recordings, and videos – and trying to pull insights via traditional methods is akin to panning for gold: Tedious, error-prone, and subject to user bias. In fact, experts estimate that Medical Affairs organizations only leverage 20% of available information.¹

Consequently, Medical Affairs organizations relying on manpower and legacy software tools miss critical insights that could drive better customer experiences and competitive advantages. But things are changing – and the key to driving better decisions is easier than you think



Medical Affairs organizations only leverage 20% of available information.¹

¹ Estimate based on observations by ZS.

Shifting to a “Patient Experience Mindset” is an imperative

As innovation in life sciences has created new developments and opportunities in the pharmaceutical industry, it’s also expanded the list of stakeholders. In addition to science-savvy physicians, pharma companies are tasked with demonstrating product and therapeutic value to patients, insurance carriers, and other customers with different needs and levels of knowledge. This shift has put a spotlight – and increasing amounts of pressure – on Medical Affairs organizations.

According to McKinsey, the companies succeeding in the market are focused on providing superior patient experiences – and they’re relying on Medical Affairs to do it.² The hub through which scientific and clinical data flows, Medical Affairs is uniquely positioned to provide a holistic view into stakeholders’ journeys. But this is easier said than done. Turning feedback into outcomes depends upon an organization’s ability to unify and analyze disparate data sets comprised of real-world evidence, electronic medical records, and other information sources.

Unfortunately, traditional methods of data analysis are stretching Medical Affairs teams beyond their limits ... and keeping organizations from achieving their full potential in optimizing patient experiences and business outcomes.

2. McKinsey & Company. “A vision for medical affairs in 2025.” June 12, 2019.



Best-in-class Pharma companies no longer launch products; they launch experiences. In a crowded market, clinical efficacy and safety are no longer enough to cut through the competitive noise.

MCKINSEY & COMPANY

“FROM PRODUCT TO CUSTOMER EXPERIENCE: THE NEW WAY TO LAUNCH IN PHARMA.” AUGUST 15, 2018.

Most Medical Affairs businesses allocate subject matter experts to manually review data. However, as organizations scale, the approach becomes increasingly unsustainable. Aside from the obvious inefficiencies, this method introduces human error and bias into data analysis. Emerging trends buried within data remain hidden until they become significant enough to be noticed. And if you fail to recognize something until everyone’s talking about it, you’re already late in addressing it.

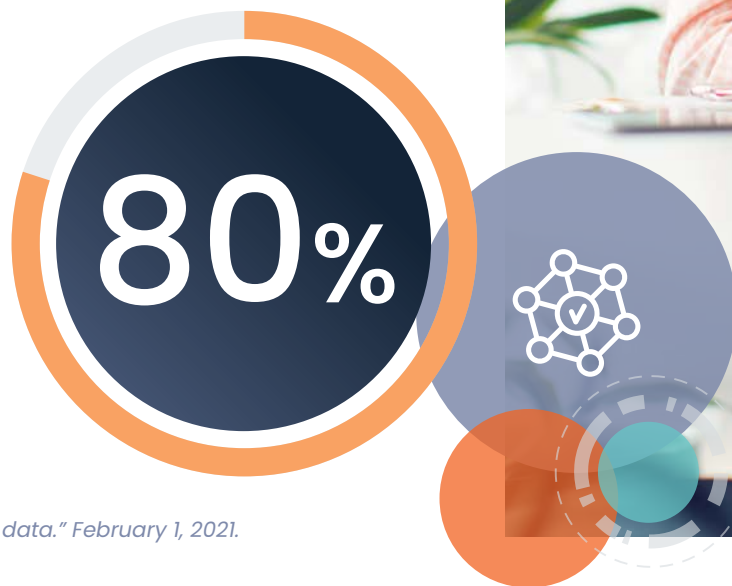
What’s more, even if your team is advanced enough to uncover emerging trends, it’s not enough just to recognize them: You need to know why they’re happening, why topics are trending, why anomalies are appearing, and how to take action on them. Great insights often require multivariate analysis, summarizing complex ideas, the ability to sift through lots of junk data, and a trained expert who can make sense of it all.

Traditional data analysis methods block operational efficiency

Medical Affairs organizations are generally adept at getting value from their structured data, but unstructured data is a mountain that many organizations haven't yet figured out how to climb. Unstructured data comes in the form of medical science liaison notes, call center transcripts, advisory board notes, conference abstracts, market research transcripts, chatbots, social media, news, discussion boards, blogs, forums and more. Experts estimate that 80% of all data collected is unstructured.³ And unstructured data is the meat of customer-generated content, where the majority of your stakeholder experience insights live.

So, no matter how adept you are at extracting value from structured data, if you haven't yet cracked the code on combing through unstructured data, your organization is falling short in its analysis.

80% of all data collected is unstructured.³



3. MIT. "Tapping the power of unstructured data." February 1, 2021.

Unfortunately, pharmaceutical organizations stuck in current state processes can't scale to meet this explosive growth in unstructured data. Traditional methods of extracting VoC insights – via manual review by SMEs (PhDs, MDs, and PharmaDs) – is slow and expensive. To highlight the resource burn, let's look at a real-life example: Reviewing MSL notes for insights. It likely takes your SME about two-to-three minutes to manually review a single Twitter-sized (140-character-long) VoC entry, pick out key phrases, tag it as being about a given topic(s), and indicate the sentiment or emotion being expressed. That works out to 20-30 VoC entries processed per hour—reviewed, but not yet analyzed holistically for trends and insights. If you have 1,000 MSL notes to analyze per week to analyze, that's over 33 hours of time spent just for reading and tagging.



IF YOU HAVE 1,000 MSL NOTES TO ANALYZE PER WEEK TO ANALYZE, THAT'S OVER 33 HOURS OF TIME SPENT JUST FOR READING AND TAGGING.

And that's just one source of data. Multiply that across all of your VoC entries – most of which are likely much longer and more complex than a tweet. And then consider how many highly trained SMEs – who are expensive to retain and you really need focused on outputs – you must allocate to scale your program and attempt to meet the challenge of unstructured data. It's not sustainable ... and it's a recipe for burning out some of your most valuable assets.





The winners will be those who succeed in positioning their science – especially their ability to combine, analyze, and interpret disparate sets of data – to inform their interactions with stakeholders and ultimately improve patient outcomes.

MCKINSEY & COMPANY, “A VISION FOR MEDICAL AFFAIRS IN 2025.” JUNE 12, 2019.

Leveraging technology to transform your unstructured data

Today's successful, patient experience-driven organizations are leveraging technology to overcome these challenges. Advances in machine learning (ML) and natural language processing (NLP) are increasingly becoming game-changers for the way that Medical Affairs organizations approach data analysis. Augmented Intelligence™ is noteworthy in its ability to complement Medical Affairs' existing data science teams and legacy tools; these solutions provide several benefits, including:

- **A holistic, unified view into all structured and unstructured data.** Fragmented data spread across various programs creates chaos and prevents analysis in context. Intuitive, Augmented Intelligence-based platforms empower Medical Affairs organizations to organize and combine data sets, rather than conduct review and analysis in silos.
- **Ability to unlock hidden insights and surface emerging themes.** It's unreasonable to expect that SMEs can extract every insight from data – and this comes at a cost to organizations. Leveraging Augmented Intelligence can enrich data and augment SME analysis by surfacing themes that humans don't consider. This empowers organizations to catch very small issues before they become obvious and spiral out of control.
- **Reduction in time-to-insight.** Remember our example of those 33 hours it took to review 1,000 MSL notes? An AI-driven platform can ingest and analyze that data in just minutes. Not only does this help your organization understand data faster, but it enables your valuable (and expensive) SMEs to focus on higher-value, more strategic tasks.
- **Deeper understanding into the root causes of issues – both good and bad.** Even if your SMEs can catch every emerging theme buried in your data, understanding the “why” behind them is another problem entirely. Augmented Intelligence solutions compare current performance against historical trends, provide quick insights into how conversations are changing, analyze sentiments, and make connections to help you understand why a theme is popping up in stakeholder data.



Position your Medical Affairs organization for success

Stakeholder demands are only going to continue to increase and if your organization doesn't have a good handle on what they want and need now, how can it prepare for the future? The unstructured data currently living across multiple mediums holds the key to cracking the code on customer experience – but that data is only valuable if it's being fully and properly analyzed. Augmented Intelligence can empower your Medical Affairs team to transform data into a competitive advantage while improving operations, education, and employee satisfaction across your business. Your organization can't adopt a "patient experience mindset" without it.



Embrace the power of technology to transform medical – especially digital, including artificial intelligence and other new tools, advanced analytics, and new data sets – by defining a prioritized set of use cases, building a technology capability stack, and developing a strategic plan for one, three, and five years ahead.

MCKINSEY & COMPANY


"A VISION FOR MEDICAL AFFAIRS IN 2025." JUNE 12, 2019.


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About Stratifyd

Stratifyd takes the burden of manual analytics off your team by proactively surfacing hidden experience signals and trends 24/7 to ensure you never miss another insight. Stratifyd's vendor-neutral approach connects experience, behavioral, and operational data to remove data blind spots, uncover prescriptive insights, and enable smarter decisions. Now your business can stay ahead of your customers and the competition. Our Experience Analytics Platform powered by Smart AI is trusted by startups, enterprise, and Fortune 500 companies to improve experiences across channels, drive efficiencies, and increase employee and customer loyalty. To learn more about our no-code approach to AI, visit www.stratifyd.com.