Stratifyd for Medical Insights

Transform your data analysis to optimize patient experiences, customer engagement and business outcomes.

>80%

of information is captured in unstructured form.

20%

of available information is being truly leveraged by Medical Affairs, leaving behind a huge opportunity to do more with ML & NLP, uncovering the bigger picture.[2]

50%

of an SME's time is spent manually mining through data to uncover insights.[2]

Medical Affairs teams sit on gold mines of Voice-of-Customer (VoC) data … but sifting through it to make informed, stakeholder-first decisions isn't an easy task. Most VoC data is captured in unstructured form – like free text in an excel spreadsheet, 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.

Stratifyd empowers some of the world's biggest pharmaceutical and healthcare organizations to reduce manual structured and unstructured data analysis processes from hours to just minutes. **Best-in-class insights are available at the click of a button, enabling medical affairs teams to quickly and easily pull the information, so they can spend less time combing through data and more time on stakeholder education and strategic initiatives.**
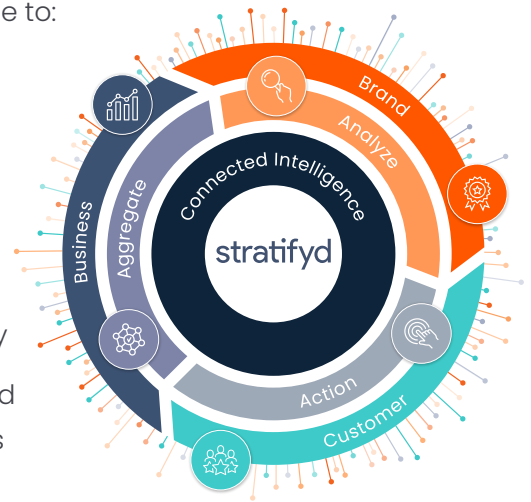
Did you know?

It takes around 33 hours per week for an assigned SME to conduct a basic manual review of data; extra time is required for advanced analysis and categorization.

SME Manual Review

Review Twitter sized VoC entry · Pick out key phrases · Tag it as a given topic(s) · Indicate the emotion expressed = 33 hours to read and tag VoC entries each week

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Benefits for Medical Affairs teams

Stratifyd's Connected Intelligence-based platform analyzes Medical Affairs organizations' omni-channel data – including call center conversations, MSL field engagements, advisory board notes, social media, drug reviews and online publications – through an agnostic, centralized engine to:

- Improve time-to-insight by significantly cutting down the manual review process
- Drive organizational efficiency and strengthen internal processes
- Increase data visibility across teams

- Unify all structured and unstructured data in one platform
- Create dashboards to rapidly "converse with data" and extract the story
- Unlock hidden insights and surface emerging themes

Most Vendors   VS   Stratifyd for Pharma

Analyze one data channel

CRM: M-VoC	Social Media	Surveys Market Research
Publications & Scientific Literature	Medical Information Questions	Advisory Board Notes

Unify data

CRM: MSL Notes Medical Questions	Social Media	Surveys Market Research
Publications & Scientific Literature	Call Centre Data	Advisory Board Notes

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Apply supervised rules

Only applies manually intensive rules that capture what you know to look for

Apply supervised and unsupervised rules

Artificial intelligence that identifies themes, meaningful phrases and key trends automatically

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Manual effort to pull insights/reports

✕	✕	✕
✕	✕	✕

Automatically triggers actions/data enrichment

Automated Notifications	Classification Models to Index Insights	Smart Search Engine
Uncover Knowledge & Evidence Gaps	Task Management	Automated Routing of Insights

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

2. Estimated based on observations by ZS.

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