

# DDS MDM.ai™

Optimize data stewardship with advanced analytics

DDS MDM.ai is an intelligent data stewardship platform powered by advanced data science methodologies. It can collect data from both internal and external sources (including MDM, registry databases, and Google APIs), and automate the adjudication process for creating and maintaining golden records for both HCP and HCO entities.

For each record, MDM.ai generates merge/no merge recommendation scores based on supervised machine learning algorithms. The scores are surfaced through an intuitive UI-based assistant application, which showcases the recommendation along with enriched data and provides visibility into how confidence scores are calculated. This assistant application takes the subjectivity away from decision making and ensures those decisions are made consistently over time and across sources.



### Low Maintenance

The recommendation engine can take feedback from Data Stewards and refine its algorithms to improve the scoring accuracy over time, so Data Operations staff can focus on more complex tasks.



### Intuitive UI

Allows Data Stewards to interact with and remediate data as needed all in a single platform. The UI provides a view of the potential match records with available enrichments and merge recommendations.



### Highly Configurable

Standardized lookups from external websites can be used for data enrichment and configured based on the attribute and availability of lookup results.



### Complements Mature and Emerging MDM Strategies

Ability to work as a plug-in component along with existing MDM solutions that larger biopharma companies may already have in place. For emerging biopharma companies, MDM.ai can be used in conjunction with DDS Terra to serve as a fully functioning MDM platform solution.

Data stewardship is essential to ensuring HCP and HCO information is consistently represented and accurately maintained. Traditional methods are extremely manual in nature and require significant investment in resources. DDS MDM.ai provides a lean, cloud-based solution that is ready to address the MDM and data stewardship needs of biopharma companies of all shapes and sizes.

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