

Advanced Analytics & AI

Meet your business objectives and drive innovation with advanced analytics

Trinity's Data Science services deliver advanced analytic expertise combined with strong industry and therapeutic knowledge. Trinity can help customers meet their business objectives and drive innovation across a wide range of commercial use cases and engagement models including bespoke development, outsourced data science as a service, staff augmentation and more.

Trinity's data science service portfolio focuses on three core domains:

Solutions that leverage structured data










AIML models that enable dynamic targeting, segmentation, predict prescriptions, optimize marketing operations, etc.

Unstructured data solutions

Leverages AI technologies such as Optical Character Recognition (OCR) and Natural Language Processing (NLP) to reduce administrative costs, help customers streamline operations and enhance and enrich data assets.

Productized tools and accelerators

Focused on innovating and expanding pre-built libraries and repeatable frameworks tailored for a commercial application that can be leveraged by data science teams to accelerate delivery and easily scale across brands.

 MCM Targeting	 Loyalty Prediction	 Channel & Content Optimization	 Dynamic Targeting	 Segmentation and Profiling	 HCP Influencer Mapping	 Early Adoption Target Prediction
 Treatment Prediction	 Patient Flow App	 Payer - Provider Index	 Voice Enabled Chat Bot		 Message Optimization through Rep Notes	

Trinity has developed and deployed advanced predictive algorithms and modeling techniques for US and Global customers across many brands and use cases. The impact of these projects has delivered:

- » Accelerated time to peak brand revenue
- » Enhanced understanding of patient journey by predicting patient treatment and behavior patterns
- » Optimized marketing investments and streamlined customer engagement operations

Trinity's Data Scientists are proficient in a variety of programming languages and tools commonly used in the industry across cloud infrastructure and local environments.

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