

Trinity Al

Uniquely tailored decision intelligence for life sciences



Al in life sciences is a competitive advantage, a growth driver and a pathway to maximize investments.

Artificial Intelligence (AI) is a powerful tool that increases the speed and precision of insights. Previously unknown nuances and patterns are uncovered across complex and evolving data streams.

Executives looking to tap into AI are focused on several fronts:

What is the most powerful way to improve decision-making with Al-driven insights?

How can business goals be translated into distinct AIML use cases? How can AIML
play a role in helping
the organization drive
segmentation at a more granular
level – e.g. in areas like orphan
or rare diseases?

What
sort of change
management is needed
when moving to predictive
data science from a
retrospective, rule-based
environment?

What are the best practices for leveraging AIML to personalize and optimize customer engagement?

How can the organization leverage AIML to gain a competitive advantage?

What is the right data for each use case? What is best practice in acquiring, housing, cleaning and integrating those data streams?

Trinity Al is a comprehensive portfolio of data science applications, robust capabilities and industry-specific expertise that supports a range of use cases.

Clients are able to enhance the precision, scalability and depth of their analytics, enabling more meaningful, actionable decisions based on vast quantities of data. Artificial Intelligence & Machine Learning (AIML) reduces the need for time-consuming, manual intervention and goes beyond traditional analytic methods by automating tasks, autonomously learning from patterns and rapidly adapting to changing scenarios and new data.



Trinity AI leverages a global team of data scientists, therapeutic area experts and experienced life science commercialization advisors across the analytics process.

Trinity AI projects deliver:



Demonstrated Impact

Extensive track record of success in delivering solutions that address the needs of various life sciences stakeholders (e.g. patient finding, promotional excellence for marketing, commercial operations/field force enablement, customer behavior and patient engagement)



Comprehensive Commercial Use Case Expertise

- Healthcare data acumen to evaluate and select the right data sources to meet the business outcome/objectives
- Understanding of the right modeling techniques and approaches to use
- Pre-built "accelerators" curated from delivering hundreds of projects (e.g. features library, baseline business rules, data extractors, master code sets, etc).



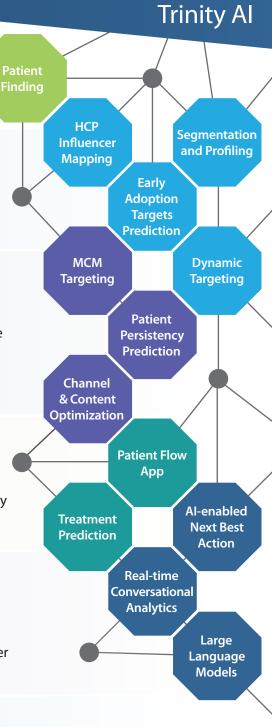
Focus on Speed

- "Data science" as-a-service with capabilities built for speed
- » Solutions designed for organizations to scale their data science portfolio—manage increasing workload and demand quickly and easily
- » AIML techniques to process and extract insights from large datasets



Seamless Integration across Trinity Offerings

- TGaS benchmarking contextualizes analytics and insights with others across the industry and helps end-users prioritize how they allocate resources
- » Al insights effortlessly flow into projects powered by Trinity's broader portfolio (BMEx, Patient Centricity, etc.) and Analytics portfolio





Expertise in Machine Learning Operations (ML Ops)

ML ecosystem creation in the client environment and execution supported from advisory to implementation to ongoing maintenance



Flexible Range of Engagement Models

- » Offerings addressing a range of needs for organizations just starting to use data science to large scale Data Science COEs
- » Solutions ranging from fully-deployed on-premise analytics to fully-managed ecosystems
- » Flexible, transparent support so clients can be as involved as they want as they evolve
- » Long-term partner approach to provide continual measurement, optimization and guidance

