

InsightsEDGE™

Transforming Integrated Insights Into Impactful Decisions



Integrated

Harness the collective power of ALL of your insights to optimize brand performance.



Flexible enterprise-grade platform

Power a range of industry-specific use cases, such as patient insights hubs, competitive intelligence, and advisors leveraging common components while retaining flexibility to tailor to your individual brands and markets for relevant insights.



Secure

Private AI models ensure your data and valuable IP are never inappropriately shared with others.



Life sciences specific

Applications and AI agents trained by Trinity experts are tailored to function-specific data, workflows, and drivers of business impact.

Insights only matter when you use them

Life sciences organizations now have more advanced techniques than ever in primary research, secondary data analytics, and machine learning. However, business leaders and field organizations still face data overload and adoption barriers that limit the full potential impact of insights and analytics investments. As a result, many organizations struggle with:

- Market research sits unused
- Difficulty extracting insights from large, complex datasets
- Challenges democratizing insights for a wide range of users
- Uncertainty around which performance trends matter most week to week

Trinity can simplify complexity, surface the “so what,” and move quickly with you.

InsightsEDGE At A Glance

- InsightsEDGE spans the full insights lifecycle—from data generation and engagement to decision-making.
- The modular platform ingests diverse data sources, organizes them, and delivers relevant insights through intuitive, role-based interfaces.
- It integrates advanced analytics and data science to surface key trends and recommended actions with clear rationale.

InsightsEDGE is your end-to-end AI solution for impactful strategies & tactics:



Insights Hubs

Curate dynamic, single sources of truth linked to the leading integrated insights platform in life sciences.



Role-Specific HQ Advisors

Help brand leads, marketers, and medical teams focus on key insights that drive agile decision-making.



Digital Twins

Use AI-powered interactions to gain a deeper understanding of key segments or hypertargets by conversing with them in natural language or through generative AI avatars.



Field Advisors

Enable field teams to improve customer engagements, facilitate cross-team information sharing, and boosting efficiency.

How It Works

A platform that connects and synthesizes insights across sources to maximize the value of your insights and analytics investments.

Each step is modular, so you can start where you are and scale as your needs evolve.

Accelerate Impact

Your Benefits



An integrated intelligence hub that drives confident decisions faster with precise, immediate insights and connected data that's easy to create and interact with.

A common core to be used across enterprise use cases.

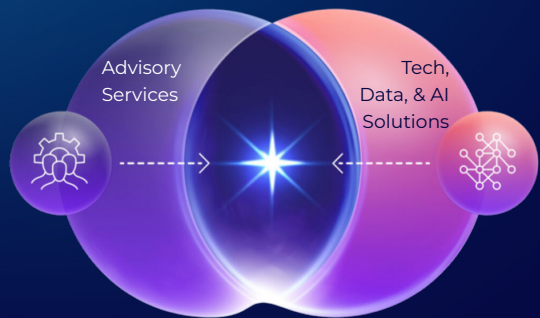
Improved productivity by identifying the highest-impact tactics, with the ability to add AI agents for brand & marketing, field teams, and medical.

Trinity AI models are specifically optimized for life sciences data and terminology, citing sources and contextualizing results.

You get clarity on what to do next, not just more data.

Why Trinity

Powering the future of life sciences commercialization through the fusion of human and artificial intelligence.



Life-sciences-exclusive focus



Access deep experience across therapeutic areas and lifecycle stages, with 30+ years of nuanced understanding of regulatory, evidence, and stakeholder dynamics.

Tech + behavioral science



AI-enabled analytics and behavioral science embedded into research design to deliver faster, deeper insights at scale.

True partnership



Experience seamless collaboration with your internal teams and agencies, with ongoing support from early strategy through post-launch optimization.

**Bold minds that challenge. Smart tech that connects.
A committed partner that delivers.**

How It Delivers



Brand & Marketing: Integrate and engage with key insights across sources, applying AI and digital twins to identify the highest priority leverage points and messages to optimize brand performance.



Field Team: Empower your reps with instant access to the most relevant insights, integrated seamlessly across their workflow, from account prioritization to pre-call planning and post-call follow-up.



Medical: Rely on an integrated source of truth for medical data to generate insights, measure performance, and drive impact.

A top-5 pharma company using InsightsEDGE:

Field Advisors for multiple personas across 6+ teams and 4 therapeutic areas. Users estimated saving 5+ hours per week in pre-call planning, increasing customer interactions by +15%. Early results showed an approximately 15-20% increase in New-to-Brand Prescription (NBRx) for some brands.

Connect Today, Own Tomorrow.

Whether you are planning a launch, refining an in-line brand, or rethinking your omnichannel strategy, Trinity can tailor InsightsEDGE to your objectives, markets, and timelines.

Contact Trinity: trinitylifesciences.com/contact/

Request a demo: trinitylifesciences.com/request-a-demo/

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For more information