

InsightsEDGE™ | Qual

See What Your Qual Transcripts Are Hiding from Your Strategy

How brand, insights, and medical teams can surface the signals buried in transcripts, advisory boards, and summary reports—before they harden into untested assumptions.



Why Qualitative Research Needs to Change

From buried transcripts to intelligence you can query

- Teams make launch, messaging, and access decisions based on a single static readout, not the full body of voice-of-customer evidence.
- When leadership asks a new question, teams are effectively blind—they either guess or commission new work.
- Generic AI tools mishandle clinical terminology, Knowledge Base Query (KBQ) structure, and the strategic framing life sciences brands rely on.



What InsightsEDGE | Qual Is

An AI-enabled qualitative analysis environment built for life sciences

Qual is a module of InsightsEDGE™ | Brand Hub that helps insights and brand teams identify, extract, and interrogate findings from qualitative research at speed. It gives teams a way to replay real conversations and see which assumptions will hold up—and which will break—before they commit. It shifts qual from a one-time deliverable into a living asset, supporting message refinement, market understanding, and cross-stakeholder alignment. When a high-stakes question emerges weeks later, teams can pressure-test the answer against the full underlying evidence instead of guessing or re-fielding.



Auto-summarize documents, decks, and transcripts with source-linked outputs, making it easier to see how a decision will play out across different stakeholders with the evidence behind it.



Tag and compare findings by KBQ, segment, or stakeholder type to surface where assumptions hold or break before you lock in a plan.

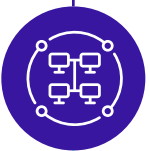


Ask natural-language questions across one study or your full qual library. If someone challenges an assumption, you can immediately test it against what patients and Health Care Providers (HCPs) actually said.

How Qual Works

InsightsEDGE | Qual combines a specialized transcription engine, AI-aided tagging, and context-aware chat agents — all grounded in your own research and Trinity's life sciences expertise. Move from 'we think this is what the market said' to 'here is how this specific assumption holds up when we stress-test it across every transcript'.

Stress-test assumptions and expose misalignment.



Qual Hub: A single home for PPT reports, transcripts, and tabular capture sheets — uploaded from any vendor or generated through Trinity-led studies.



Specialized Transcription & Tagging: Medical-terminology-aware transcription, plus parsing and tagging of key discussion guide questions to accelerate aided AI + human analysis.



Context-Aware AI Chat: Chat agents that generate document summaries, surface quotes, compare segments, and link every answer back to the raw source.

Expected Outcomes

What insights, brand, and medical teams can expect

Faster time to insight

Decisions are made with the most up-to-date and comprehensive, patient and HCP insight—before timelines force you to lock in a plan.

Reusable qualitative intelligence

Avoid costly rework or re-fielding studies by simply shifting the lens on your existing qual — unlocking insights that were always there, just never fully visible.

Defensible, source-linked answers

When a high-stakes decision is challenged, you can point to the exact quotes and evidence instead of relying on memory or slides.

Connect Today. Own Tomorrow.

To explore how InsightsEDGE | Qual can accelerate your next advisory board, message test, or HCP deep dive, connect with Trinity to see what your current readouts are missing and how that could change the path you take. For more information visit trinitylifesciences.com/products/insightsedge-brand-hub/

