

# Virtual Assistant/AI

## Overview

The life sciences industry often encounters difficulty achieving critically important clinical trial milestones; there is a huge gap between desired outcome and actual execution.

According to Pharmaceutical Processing's 2016 ClinOps Benchmark Report, the majority of global leaders in clinical operations rank patient recruitment (95 percent), site productivity (75 percent), and patient compliance (65 percent) as very important, but they are unable to successfully achieve these milestones. Only 47 percent report successful enrollment, 22 percent say their site is productive, and 25 percent consider patient compliance efforts successful.

Saama's Deep Learning Intelligent Assistant (DaLIA), an AI-based virtual assistant for its award-winning Life Science Analytics Cloud (LSAC), enables researchers to gain key data and insights that alleviate the planning, feasibility and conduct challenges inherent in and pervasive throughout the drug development continuum.

Launched in 2018, DaLIA shifted the human-computer interaction paradigm by providing easy-to-use, context and domain-aware conversational experiences, as opposed to the traditional user experience.

Now Saama has expanded DaLIA's capabilities even further, broadening its capacity for identifying the intent (what you would like to do or know) of the query, and propelling the virtual assistant to an enhanced level of conversational user engagement.

## Benefits

DaLIA empowers pharmaceutical and biotech companies to address many of the business challenges common to the drug developmental lifecycle, bringing increased efficiencies and cost savings to critical outcomes such as patient recruitment, protocol adherence, prediction of study success, continuous process improvement, timely and accurate analytics insight, patient data privacy, and the ability to leverage previously untapped sources of data.

When DaLIA replies to a researcher's question about study conduct, whether from an operational or clinical perspective, it factors in key parameters, such as the names of persons, organizations, and locations, as well as expressions of times, quantities, monetary values and percentages. DaLIA remembers the context of previous inquiries and can seamlessly enfold new entities into the discussion to provide rapid clinical operations insights.

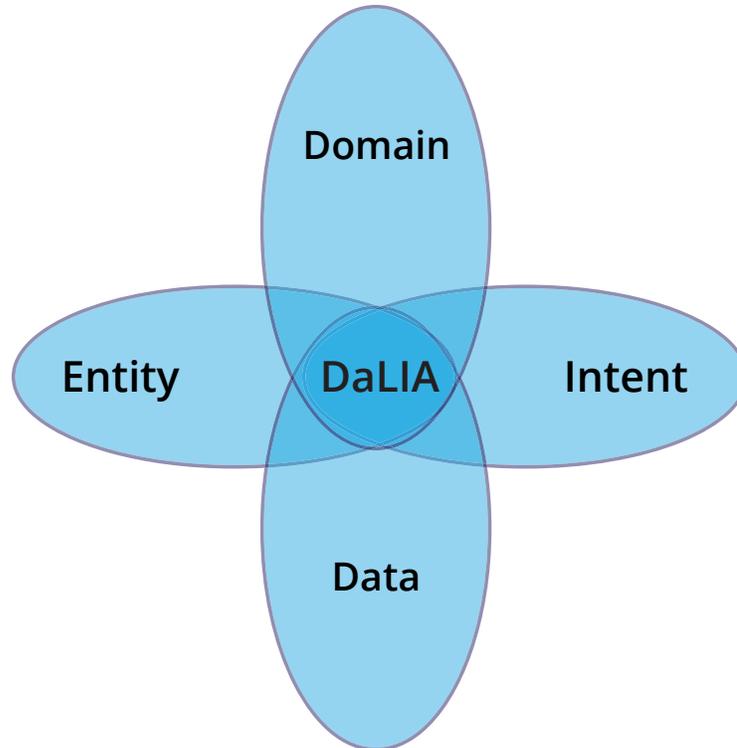
Queries about various aspects of clinical development, including start-up, enrollment, data quality and financial risk, result in responses that factor in the intent and specificity of the questions. This allows DaLIA to mine the data resources from an enterprise's LSAC deployment and provide answers.

## Work Process

DaLIA puts users in touch with deep learning/machine learning-augmented functions within LSAC that address the study planning, startup and conduct challenges of the life sciences industry. DaLIA harnesses Natural Language Processing (NLP) and Natural Language Understanding (NLU) to create a user interaction that is specifically framed by a particular subject area: clinical development.

Within the clinical development domain, DaLIA establishes the context of a given query, combining an interpretation of what a researcher wants to know (the intent of the question) with the full set of parameters (the entities such as names, locations, time, monetary value, etc.) needed to properly respond. Empowered with this framework for understanding the query, DaLIA then accesses and leverages the data resources available from an enterprise's particular LSAC deployment to provide answers.

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- Enhanced conversational user engagement
  - Increased efficiencies and cost savings
  - Context and domain driven user interface
  - Responsive to questions about both the operational and clinical components of study conduct
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DaLIA facilitates an unprecedented conversational experience with clinical trial data that overcomes obstacles historically associated with clinical development and enhances the life sciences industry's ability to deliver safe and effective therapies.

SOLUTION BRIEF

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Saama Technologies is the advanced clinical data and analytics company, unleashing wisdom from data to deliver better business outcomes for the life sciences industry. Saama's unified, AI-driven clinical data analytics platform seamlessly integrates, curates, and animates unlimited sources of structured, unstructured, and real-world data to delivering actionable insights across all therapeutic areas. The award-winning platform gives unprecedented real-time visibility into clinical data, enabling sponsors to file New Drug Applications (NDAs) more efficiently to bring drugs to market faster and at lower costs.

[sales@saama.com](mailto:sales@saama.com) | [saama.com](https://saama.com)  
+1 888-205-3500