Driving better patient outcome with AI for medical affairs

Ariya brings together AI expertise with pharmaceutical domain knowledge to empower Medical Affairs teams to deal with the ever-expanding flood of content and enhance patient experiences.

The Medical Affairs team requires an AI-augmented, centralized information hub

Medical Affairs deals with a wealth of information that drives value for life sciences companies, but without the proper investment in technology to analyze the information and put it into action, the potential of Medical Affairs goes unrealized, leading to continued under-investment. The challenges of handling the data needed to address requests for medical information will be known to all Medical Affairs teams. Information must be gathered from a variety of sources since it is constantly evolving and expanding. But it is conceivable to improve the management of medical information by combining AI technologies like ML, NLP, and intent training. We strongly believe that pharmaceutical businesses should have a specialized medical affairs team that is technologically advanced to remove the current complexities of dealing with information.

Ariya for Medical Affairs – An ultimate guide

Mean testosterone concentation from baseline through week 48

Adapted with permission from the new england Journal of Medicine On Day 15: 99% of men treated with ORGOVYX achieved testosterone suppression to <50 ng/dL c 12% of men treated with leuorolide had testosterone levels <50

Extract and summarize dense medical documents

Spend less time locating information from dense documents. Ariya delivers generative summarization and knowledge extraction from complex biomedical literature, trials, and content and Increase the productivity of your medical information, publications, and HEOR teams.

Leverage the existing information repository

Dramatically increase the productivity of your medical information, publications, and HEOR teams with Ariya. It crawls through your information hub and points at the document you need. Saves you time to locate that imp data point you need.

Find the phamax bulletin weekly for April 2022

Please **click the link** to the file saved in your respository. The latest bulletin is updated in the portal, would you like to read the tood?
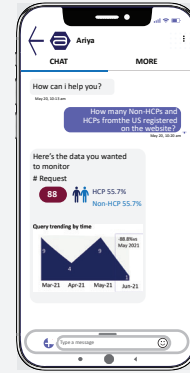
Find the bulletin carrying study on "Pediatric patients with sickle cell disease"

I understand the hassle to navigate through the repository. I managed to find two reports with the intended study. **Click the links** to refer the content

An analyst in the room

Dramatically increase the productivity of your medical information, publications, and HEOR teams with Ariya. It crawls through your information hub and points at the document you need. Saves you time to locate that imp data point you need.
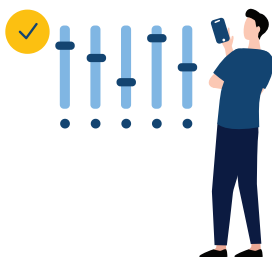
Auto populate a form and make data-entry hassle free

Medical Affairs teams that still manually enter pre-insights into spreadsheets can take advantage of Ariya for automating the most tedious part of the workflow.

Improved communication

Disseminate information in real-time to give HCPs and KOLs making important health decisions precise answers to their inquiries through Ariya's conversational AI.

Field Insights & Engagement Tracking

Track patient activity and monitor queries reported. You can recalibrate your medical information strategies by monitoring user activity.

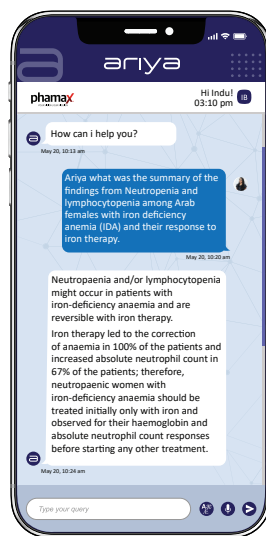## Ariya saved 60% of the time spent on monitoring large volumes of medical literature

Client: A German multinational pharmaceutical and biotechnology company

Background: Being a multidisciplinary pharma company the data sources were overwhelming for the medical affairs team. Medical teams need to communicate data clearly and consistently and educate internal and external key stakeholders on the value of those data. They struggled to locate information and dependency on multiple stakeholders and external sources consumed lot of time.

Our approach and solution: Ariya as a single source of information. A conversational Interface to make access to information simple, easy and effortless saving time for Medical affairs team to focus on valuable jobs in hand

Knowledge discovery at Data Processing Cell extracts the required information from client's shared data Repository like ERP, SharePoint or crawls through approved external sources like WWW, PubMed, etc.

Users can access the repository anytime, anywhere

What is summary in recent studies to monitor phosphate levels in high risk cardiac patients?

Show me the study to analyse the long-term efficacy, safety and medication compliance of oxymat

What do the latest analysis of hydroxyurea implementation in a pediatric sickle cell program suggest?

How many adverse events were reported in July'22?

Ariya Impact

| Reduce document review time by 60% | Improve accessibility | Analytics on the go | Data-driven desion making |

"We used Ariya quite a few times during our online Teams Medical Affairs strategic sessions to get quick reports and key data to identify trending topics of interest and information missing on your patient site. We were also able to identify adverse events in UK region for a patient group which was further submitted for research."

- Client Medical Information Team

Meet Ariya, the digital assistant for the Healthcare Industry!

Ariya is an AI-enabled digital assistant that simplifies everyday information processes. It eliminates the need to lean on tools and colleagues to perform manual searches by executing mundane, data-oriented tasks that would otherwise consume the most valuable resource, time!

Effortless access to information: Just chat, talk or click

Access information on the go: Use on any smart device

Ariya understands and responds in your preferred language

Find Information

Create Report

Communicate Information

Analyse and Compare

Keep You Update

Be Compliant

Ariya is enterprise-ready and scalable

About us

phamax is a specialized research, consulting, and technology firm in healthcare, based out of Zug, Switzerland. We empower healthcare organizations to attain a better user experience with business analytics and technology solutions. Our business support wing comprises domain experts, data specialists, and physicians who work as "Wingman", empowering customers to focus on important tasks. We deliver our services across the world, covering all aspects of commercial, scientific and digital analytics. Our technology wing aims to enable users with conversational AI, Ariya, that can bring ground-breaking changes to the industry.

Corporate Headquarters
phamax AG | Bahnhofstrasse 29
6300 Zug | Switzerland
Phone +41 - (0) 41 710 2092

Bangalore Office
phamax | WeWork Galaxy 43 | Residency Rd
Shanthala Nagar | Ashok Nagar | Bengaluru
Karnataka – 560 025 | India
Phone + 91 97 4019 2266

To meet Ariya please write to us
ariya@phamax.ch