

Life Sciences: A New Dawn on Digital Transformation



“When digital transformation is done right, it’s like a caterpillar turning into a butterfly, but when done wrong, all you have is a really fast caterpillar.”

— George Westerman, MIT Sloan Initiative on the Digital Economy





To soar above the “fast caterpillars” and become an agile, compliant, and competitive digital enterprise, a metamorphosis is needed. If becoming a digital enterprise is so vital, then why are so many struggling to achieve their digital transformation goals?

Without the right technology to address it, unstructured data clips an enterprises’ digital transformation wings.

The Unstructured Data Dilemma

“For the majority of workers, it can take hours or even days to find the right data they need. Only 3% of employees are able to get the data to answer their questions in seconds.”

— [Sigma: Top 20 Big Data Statistics for 2020](#)

From traditional capture solutions to Intelligent Document Processing (IDP), Robotic Process Automation (RPA), and Contract Analysis, there are a dizzying array of solutions aimed at similar challenges.

Regardless of the label, one thing’s for certain: data can either help or hinder an enterprises’ digital transformation efforts. While many of these technologies offer important functionality, most don’t address unstructured data.

Enterprises need to know what data they have, where it’s stored, and what risk it contains. With 80% of data locked away in unstructured content, achieving this goal is a massive manual undertaking.

Enterprises need a cost-effective, scalable, efficient means to capture data from multiple sources in any format and categorize and extract that information before feeding it into the relevant business process or workflow. Attempt to do so manually and your digital transformation ROI will disappear right before your eyes. Luckily, Content Intelligence technology offers a solution.



Between 2012 and 2020, the digital universe will grow by two times every two years.

— IDC

What is AI-Driven Content Intelligence?

The technology behind this process—discovering, standardizing, classifying, extracting, and surfacing clean structured data from complex unstructured documents—is Content Intelligence in a nutshell.

While some enterprises may rely on two, three, or even four software solutions to address their document and data-management challenges, [AI-driven Content Intelligence](#) is powerful enough to handle complex unstructured data across many use cases and industries.

In life sciences and other highly regulated sectors, Content Intelligence delivers the technological muscle needed to “go digital” quickly and cost-effectively.

Life Sciences & Pharma: Create a Competitive Edge

[Life science](#) companies are on a mission to bring life-saving drugs to market as quickly and safely as possible. Yet, doing so is an expensive, time-consuming endeavor that may or may not result in a medication becoming commercially available.

[A robust Content Intelligence platform will automate and capture data from documents to accelerate workflows across an organization—facilitating an expeditious review and submission process.](#)

But intelligent data does not exist solely at the ingestion phase. It includes information flowing into, through, and out of the business, with the ultimate goal of boosting time-to-market and increasing profitability.

Challenges Facing Life Sciences

- Get drugs to market quickly and safely.
- Streamline and automate collaboration between internal and external partners.
- Ensure complete transparency and documentation.
- Manage risks associated with mergers and acquisitions (M&A): buying or selling compounds or companies, and the complexity of ingesting key content.

Don't Be Burdened by Fear

Dissecting all the things that can go wrong for life sciences companies is daunting. From compiling clean, submission-ready documents that adhere to stringent FDA regulations to distributing life-saving medicines through complex supply chains, pharma companies may expose themselves to vulnerabilities including:

1. Controlling [personally identifiable information \(PII\)](#)
2. Addressing supply chain complexity
3. Managing global contract research organization (CRO) partnerships

Content Intelligence improves efficiencies and reduces risk, so that life sciences and pharma companies can focus on becoming digital enterprises better equipped to aid in society's betterment.

Benefits of Better Data in Life Sciences

- Simplify FDA submission and approval processes.
- Increase profitability and outcompete rivals.
- Remain compliant with stringent regulations with greater ease.
- Document what you do, do what you document across the entire lifecycle.

COVID-19 Raised the Stakes

From accelerated research timelines to the global distribution of new drugs to market, business as usual in the COVID-19 era has been replaced with a new normal. The pandemic has forced pharma companies to re-think every aspect of how they do business, including:

- Clinical trials that adhere to social distancing guidelines and other related restrictions on how teams can operate safely.
- Adopt new practices in virtual clinical trials with remote monitoring.
- Cope with unprecedented stresses on their supply chains as governments demand new vaccines, personal protective equipment (PPE), and other vital supplies.
- Scramble to produce and distribute COVID-19 vaccines.

How much data is generated every day?
Over 2.5 quintillion bytes by the 2018 figures.

— Domo





Automation Helps Get Drugs to Market Faster

Automating the creation of clean, compliant submission content means the FDA process will be faster. Take pharmaceutical companies as they race to save lives with COVID-19 vaccines. Identifying the right compounds is one thing, and getting vaccines to market as quickly as possible is another. More than ever, pharma companies need access to a fully automated and scalable solution to create compliant documents and improve efficiencies.

With a fast-moving and ever-changing supply chain spanning the globe, having clear insight into your documents and data will ensure agility and confidence.

Secure Distribution of Medicines & Vaccines

Consider the complexities facing pharma companies as they distribute COVID-19 vaccines. The vaccines need to be stored at a specific temperature from when they are picked up at a manufacturer until they reach a medical facility.

Suppose a supplier fails to maintain the integrity of the vaccine. In that case, the company needs to access the supplier contract, analyze the liability terms, and surface that data to their legal teams. With the right Content Intelligence platform capable of robust Contract Analytics, pharma companies will have the peace of mind that vital data in their contracts and documents are at their fingertips.

Pharma companies that invest in Content Intelligence are already reaping the benefits. Here's how:

- Adlib's automated and scalable solution creates fully compliant documents to accelerate review and approval. The result: 100% of Adlib's clients are FDA and EMA compliant.
- Adlib is architected to operate day in and day out without faltering, regardless of load or complexity. The result: A leading pharmaceutical company experienced 99.9 percent uptime for mission-critical processing.

- Accelerating time-to-value to newly acquired assets has a significant impact on the speed with which new, potentially life-saving compounds can be brought to market. The result: Four times faster ingestion of M&A content.

Adlib's Content Intelligence solution leverages artificial intelligence (AI), machine learning (ML), and natural language processing (NLP). It elaborates on IDP and other complimentary technology solutions with discovery analysis, duplicate detection and removal, more advanced classification, and other capabilities like signature detection.

The platform reviews, sorts, filters, and validates classified content and delivers it to multiple ecosystems, including content services, RPA, insight engines, and business process management (BPM) systems. Companies spark innovation, gain market share, and deepen customer loyalty across industries.



The Final Verdict

In the face of unstructured data, digital transformation feels like a mirage in the desert, a place that's always out of reach. With the right Content Intelligence solution, enterprises can reach greater ROI on their digital transformation investments faster. By addressing the unstructured data dilemma, Content Intelligence brings agility to every person, every process, and every facet of data and document management—so you can soar above the “fast caterpillars” and become a truly digital enterprise.

By 2021, insight-driven businesses are predicted to take \$1.8 trillion annually from their less-informed peers.

— Forrester Research



Address the Data Dilemma

Fuel digital transformation with the right data.

[SEE HOW ADLIB CAN HELP](#)

About Adlib

Our purpose is to create better data that amplifies human potential and maximizes business performance. How do we get there? Our content intelligence and automation solutions make it easy to discover, standardize, classify, extract, and leverage clean structured data from complex unstructured documents. In doing so, our global customers reduce risk, simplify compliance, automate processes, and enter a whole new level of performance.

