

Actionable predictive insights delivered to the decision point improve outcomes and avoid risk

At Predixion Software, we believe that predictive analytics has the power to create a smarter, safer and healthier world – and that power should not be limited to a select few with extensive statistical knowledge.

Predixion envisions a world where you can predict everything!



SITUATION

The global pharmaceutical and biotech industries are facing unprecedented challenges – drugs are coming off patent, competition is rising, product launches have shorter windows of opportunity, and R&D productivity continues to decline. But the good news is that you have access to an untapped resource to solve these challenges: your data.

Your data combined with our predictive analytics technology has the power to transform your organization by optimizing innovation, improving the efficiency of research and clinical trials, and building new tools for physicians, consumers, insurers, and regulators to meet the promise of more individualized approaches.

Predictive analytics can be leveraged to improve outcomes in these areas:

- Patient / Medication Adherence
- Supply Chain Management
- Multi-Channel Marketing
- Emerging Global Markets
- Molecular Targeting
- Simulated Trial Design
- Adaptive Trials
- Forecasting Subject Enrollment
- Risk-Based Monitoring
- Investigator Performance Optimization

SOLUTION

Predixion has developed a self-service predictive analytics platform designed for business analysts and non-technical users that is gaining traction in life sciences. It is powerful enough for a data scientist, but doesn't require one. Predixion simplifies the entire predictive process and focuses on the "Last Mile of Analytics™" – the deployment of powerful predictions directly to the people who need them to take action - so the benefits of being predictively-enabled are realized immediately.

Predixion expedites what was once a time-consuming and cumbersome process by enabling collaboration and sharing of predictive models and results among researchers, business analysts, data scientists and business users. In addition, we automate and integrate into existing enterprise software applications, clinical systems and intelligent devices so the predictive insights can be easily consumed at the decision point faster than ever before.

Predixion Insight™

Full Lifecycle Predictive Analytics from Concept to Decision:

Predixion can help you make decisions in practically any predictive scenario – whether deciding risk or opportunity, estimating a value or forecasting a trend, or even creating custom groupings or baskets of recommendations.

Insight Workbench™: Intuitive “command and control center” to help solve all of your predictive analytics problems.

Big Data Visualizations:

Interactive data exploration via innovative model visualizations.

Integration with Algorithm

Libraries: Access the power, flexibility and innovation of open source R, Python, Mahout and custom algorithm libraries for predictive modeling.

Data Source Integration:

Full Integration with Pivotal, SQL Server, Hadoop and high-velocity streaming data opens up a world of insights.

Comprehensive In-Database

Analytics: Profile, build models, score and transform your data without moving a byte.

Machine Learning Semantic

Model™: Our patent-pending technology makes predictive applications quick to implement, portable and reusable.

PREDICTIVE MULTI-CHANNEL MARKETING

Multi-channel marketing is a hot topic in the life sciences industry with lots of promise. Many companies have tried and failed. Not because of lack of effort, but because they are using the wrong technology. Predixion's approach to predictive multi-channel marketing is paving the way for life sciences companies to reap the rewards of customer-centric marketing.

Predixion leverages your data to transform traditional channel marketing to data-driven programs that deliver the right content at the right time to the right person through the right engagement strategy across internal and external channels.

Predictive Multi-Channel Marketing delivers actionable predictive insights to the front-line Sales & Marketing personnel that need them for:

- Targeted Promotions & Rebates
- Regionalized Customer-Centric Marketing Programs
- Customer Engagement through their preferred channels
- Optimized Resource Allocation
- Real-time Dashboards for right-timed adjustments

PREDICTIVE MEDICATION ADHERENCE

“Drugs don’t work in patients who don’t take them”

Former US Surgeon General C. Everett Koop

Patient Adherence is a complex issue, and requires a thorough understanding of the patient journey to discover root causes. Measuring and tracking adherence only tells part of the story. According to the *Annals of Internal Medicine*, non-adherence impacts the U.S healthcare system \$100-\$289B annually; 20-30% of that is related to prescriptions that are never filled and 50% for medications that are not taken as prescribed to treat chronic diseases. Payers, drug manufacturers and policy makers need to know *why* patients are noncompliant.

Predixion leverages big data to identify patients at risk of non-compliance, discover the key indicators of non-compliance, recommends interventions most likely to keep patients compliant, and provides continuous feedback to measure and improve interventions.

Predictive Medication Adherence delivers benefits to pharmaceutical companies, healthcare payors and patients alike.

For more information on Predixion’s solutions for Life Sciences, please visit www.predixionsoftware.com.