OUR AI-FIRST APPROACH

Leveraging AI with Purpose and Precision

We believe AI is a powerful enabler - one that, applied with precision and nuance, can drive lasting impact across the life sciences value chain. Our technology roadmap reflects this belief, guiding how we build and deploy solutions for our clients. With a GenAI-first approach and vast expertise, we empower our domain experts to seamlessly integrate AI into business operations, ensuring reliability, scalability, and long-term value.

We have a dedicated team focused on advancing the capabilities of our multi-agent orchestration platform, Cortex. In addition, a cross-functional group regularly collaborates with the Cortex team, business, engineering, and product teams to ensure seamless integration and alignment across initiatives.

Enhancing Existing Platforms with Agentic Workflows

We continue to upgrade our existing platforms by integrating GenAI-driven, agent-based workflows:

- **NEXT Adverse Events Management:** A platform that helps in monitoring, processing and reporting adverse event intake with predictive analytics insights

- **NEXT Forecasting:** A comprehensive forecasting platform to assess the market potential of a biopharmaceutical product

- **NEXT Channel Optimization:** An ML-based model to estimate the impact of marketing campaigns on product sales

- **NEXT Commercial Content Intelligence:** An AI-powered platform that assists in tagging and identifying reusable commercial content

- **NEXT Campaign Collaboration:** A platform that helps with easy planning, management, and measurement of multi-channel campaign operations

- **NEXT Content Collaboration:** A platform to streamline the content development process

- **NEXT Omnichannel Commercial Intelligence:** An AI-powered, advanced analytics platform that helps life sciences teams scale personalized, cross-channel HCP engagement

- **NEXT Regulatory Submissions Planning:** An AI and predictive analytics-based platform enabling real-time regulation tracking and submission planning

Enriching the Data Repository

Our tools are complemented by our extensive data repository collected across the product lifecycle. This includes commercial content assets across regions and therapeutic areas, proprietary information taxonomies for machine learning, and detailed operational data. We also integrate real-world, clinical, commercial, prescription, and patient data to deliver solutions like HCP cohort analysis, forecasting, customer experience strategy, and market access. We continue to strengthen our repositories as we use them to train GenAI-based agents.

Data Security and Privacy

We have established procedures, including security systems like firewalls with password encryption, to minimize the risk of security breaches. Our information security management system complies with the requirements of ISO/IEC 27001:2013 and ISO/IEC27701:2019. We have also established guidelines that assist employees in ensuring data security including:

- Privacy information management system manual

- Standard Operating Procedure (SOP) for Personally Identifiable Information (PII) breach notification and communication

- SOP for data encryption, anonymization and pseudonymization

Indegene Digital Summit **2024**

October 17-18 | Virtual
Keynote Speakers

Olivier Charmeil
Sanofi

Adele Gulfo
Sumitomo

Emmanuel Caeymaex
UCB

Suneet Varma
Pfizer

Alok Sonig
Baxter

Dave Lennon
Aadi Bioscience

Indegene Digital Summit 2024

The Indegene Digital Summit, held virtually in October 2024, brought together participants from 100+ leading life sciences organizations worldwide. With over 30 global leaders speaking, the summit showcased real-world perspectives on key themes including GenAI, advanced analytics, technology transformation, Global Capability Centers (GCCs), and operational innovation across commercial, medical, and R&D / Clinical functions. At the same time, speakers emphasized that technology alone is not enough – successful transformation requires the right leadership mindset, organizational culture, and flawless execution.