

# Trinity AI

*Uniquely tailored decision intelligence for life sciences*

**AI in life sciences is a competitive advantage, a growth driver and a pathway to maximize investments.**

Artificial Intelligence (AI) is a powerful tool that increases the speed and precision of insights. Previously unknown nuances and patterns are uncovered across complex and evolving data streams.

## Executives looking to tap into AI are focused on several fronts:

What is the most powerful way to improve decision-making with AI-driven insights?

How can business goals be translated into distinct AIML use cases?

How can AIML play a role in helping the organization drive segmentation at a more granular level – e.g. in areas like orphan or rare diseases?

What sort of change management is needed when moving to predictive data science from a retrospective, rule-based environment?

What are the best practices for leveraging AIML to personalize and optimize customer engagement?

How can the organization leverage AIML to gain a competitive advantage?

What is the right data for each use case? What is best practice in acquiring, housing, cleaning and integrating those data streams?

Trinity AI is a comprehensive portfolio of data science applications, robust capabilities and industry-specific expertise that supports a range of use cases.

Clients are able to enhance the precision, scalability and depth of their analytics, enabling more meaningful, actionable decisions based on vast quantities of data. Artificial Intelligence & Machine Learning (AIML) reduces the need for time-consuming, manual intervention and goes beyond traditional analytic methods by automating tasks, autonomously learning from patterns and rapidly adapting to changing scenarios and new data.

**Ask Us A Question | Schedule A Meeting | [info@trinitylifesciences.com](mailto:info@trinitylifesciences.com)**

Explore Trinity AI | [www.trinitylifesciences.com](http://www.trinitylifesciences.com)



Trinity AI leverages a global team of data scientists, therapeutic area experts and experienced life science commercialization advisors across the analytics process.

## Trinity AI projects deliver:



### Demonstrated Impact

- » Extensive track record of success in delivering solutions that address the needs of various life sciences stakeholders (e.g. patient finding, promotional excellence for marketing, commercial operations/field force enablement, customer behavior and patient engagement)



### Comprehensive Commercial Use Case Expertise

- » Healthcare data acumen to evaluate and select the right data sources to meet the business outcome/objectives
- » Understanding of the right modeling techniques and approaches to use
- » Pre-built “accelerators” curated from delivering hundreds of projects (e.g. features library, baseline business rules, data extractors, master code sets, etc).



### Focus on Speed

- » “Data science” as-a-service with capabilities built for speed
- » Solutions designed for organizations to scale their data science portfolio—manage increasing workload and demand quickly and easily
- » AIML techniques to process and extract insights from large datasets



### Seamless Integration across Trinity Offerings

- » TGaS benchmarking contextualizes analytics and insights with others across the industry and helps end-users prioritize how they allocate resources
- » AI insights effortlessly flow into projects powered by Trinity’s broader portfolio (BMEEx, Patient Centricity, etc.) and Analytics portfolio



### Expertise in Machine Learning Operations (ML Ops)

- » ML ecosystem creation in the client environment and execution supported from advisory to implementation to ongoing maintenance



### Flexible Range of Engagement Models

- » Offerings addressing a range of needs for organizations just starting to use data science to large scale Data Science COEs
- » Solutions ranging from fully-deployed on-premise analytics to fully-managed ecosystems
- » Flexible, transparent support so clients can be as involved as they want as they evolve
- » Long-term partner approach to provide continual measurement, optimization and guidance

