

# OPTIMIZING PHARMACEUTICAL INSIGHTS WITH DAYLIGHT™

## THE CHALLENGE

Pharmaceutical companies face the challenge of efficiently extracting insights from massive amounts of text data. Recognizing this imperative, a global leader in biopharmaceuticals embarked on a mission to consolidate and analyze data from diverse sources. The goal was to establish a unified platform capable of continuously accessing and processing vast amounts of text data to uncover valuable insights in real-time.

## KEY BENEFITS

**Efficient Data Analysis** — Free up PhDs and other highly paid resources to focus on generating actionable insights rather than laboring over data interpretation.

**Optimized Resource Allocation** — automatically recognizing complex medical terminology.

**Enhanced Strategic Focus** — enable home office teams to observe macro trends more effectively while also pinpointing micro trends during interactions.

## SOLUTION OVERVIEW

Medsights, empowered by Daylight™, emerged as the preferred solution due to its ability to adapt to evolving data dynamics without the need for extensive model retraining. Leveraging Daylight™'s advanced text analytics capabilities, Medsights seamlessly processes diverse data sources, enabling the company to **uncover nuanced insights and trends across various medical topics, illnesses, and treatments.**

## OUTCOME

Medsights powered by Daylight™ stands as a testament to Luminoso's commitment to driving tangible business outcomes through cutting-edge text analytics solutions, empowering organizations to thrive in an era of data-driven healthcare innovation.

**Daylight™ has enabled our client to make informed decisions, accelerate research and development efforts, and drive innovation in healthcare.**

