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Life Sciences & Health Care

Take 3

Improving patient outcomes

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Using safety data insights to improve patient outcomes

Pharmacovigilance (PV) organizations can—and should—use safety data derived across the product lifecycle to help maintain compliance, make critical decisions, and manage competing demands—while delivering on their number one priority of improving patient outcomes.

Unfortunately, tapping this wealth of product-related information is often hampered by obstacles such as cobbled-together processes, isolated data "islands," and siloed technologies.

What's needed is a solution that integrates technologies, processes, and talent—plus traditional and "real world" data sources—to detect, assess, understand, and help prevent safety-related issues while uncovering benefits that can improve patient outcomes.

One of the most valuable assets in improving patient outcomes is the growing mass of product-related data.

How PV organizations can gain more insights from safety-related data

As a health safety organization, you should make your existing capabilities more effective and productive, but that's only the beginning. You also should consider building a foundation that integrates and interprets all safety-related data, both from existing internal/traditional sources, as well as "real world" sources.

Many leading organizations are consolidating their fragmented systems and data on a scalable, evidence-based analytic platform that enables them to be compliant, consistent, and efficient while gaining advantage from previously hidden insights. These organizations are able to pivot from a reactive disposition and become predictive and prescriptive.

Increase understanding of true safety profiles
Analyze and act on the full landscape of safety-related data by bringing all these data sources together on one unified platform with advanced retrospective, predictive, and prescriptive analytical tools leading to more accurate and in-depth safety insights.

Improve decision-making and embed intelligence across the safety process
Incorporate insights, retrospective and prescriptive analysis, and decision recommendations at every stage of the process. Predict and remediate compliance issues before they occur. Uncover and evaluate insights and potential signals in the data that were difficult—or impossible—to identify before, and resolve critical business issues at scale. Collaborate with colleagues using a single source of truth.

Streamline processes and improve quality
Automate key stages of the safety process from intake through processing by leveraging existing safety data, new real-world sources, and supervised and unsupervised machine learning to meet the growing scale of safety AEs. Understand and address the root causes of issues in your compliance metrics. Improve the quality of safety data at the start of the process to help streamline processing and improve signal detection and evaluation.

Empower the team to focus on high-value activities
Technology alone isn't the answer to more efficient safety operations; a close study of processes and people is also needed. Identify ways to eliminate, automate, and simplify operations to help increase compliance, improve productivity, and shift resources from case processing to safety analysis and insight.

Should we talk?

Deloitte's leading life sciences practitioners have the depth of experience across the full healthcare ecosystem to deliver the knowledge and technologies needed to help you effectively navigate the rapidly evolving world of drug safety. Our approach enables PV organizations to integrate and visualize safety data, intuitively perform advanced analytics, generate periodic and operational reports, monitor and drill into compliance metrics, automate and provide decision support for key steps of the safety process, and identify and evaluate safety signals, all in a role-based, persona-driven interface on a common application and data foundation. And we don't stop there. We're continually working to add advanced capabilities, like "real world" data monitoring, to meet the demands of today and the challenges of tomorrow.

If you're looking for professionals who understand today's PV issues and deliver innovative solutions, we should talk.

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