

# Customer and Partner Engagement

Practical insights on loyalty, incentive, referral, rewards, and engagement programs that help organizations create stronger customer and partner relationships.



# Data Science: How is it Beneficial for Pharmaceutical Industry?



Rohit Singh • VP of Customer Engagement • [Schedule Free Consultation](#)



Big Data and its insights are beneficial for Pharmaceutical companies.

The study in Data science expands its reach to offer innovative solutions to many industries, including Pharmaceutical, with time. It has many proven use cases that entice modern-day professionals to apply them in their practice.

One can get an idea about the driving force behind the people who are currently not using the drugs made by them. Big data can offer an excellent foundation for the discovery and research of new medicines.

Drug [manufacturing companies need to identify the potential of applying data science methods](#) in their processes. It ensures growth and saves time to bring new treatment procedures and progressive drugs.

Data science can help to avoid information gaps among medical practitioners and researchers. Today, they can collect, analyze, and get important information about a large set of data in no time and share it electronically.

This smooth flow of information is vital for [empowering the benefits of the procurement process through predictive and real-time analytics](#). Additionally, it offers much more value to the business.

It can also help the companies to get an idea about the severe effects of drug interactions. A great thing about it is it can be done before thousands of people are consuming them as a significant risk to their health.

#### **How can Data Science be beneficial for the Pharmaceutical Industry?**

Improving Clinical Trials – New drugs need to pass through clinical trials to get approval, but it is a very hectic task. They are not only expensive but can take more time to get the results.

But data science has the potential to utilize the right technology required here. It is to not only make this process cost-effective but also faster. It can be performed in different ways, as follows:

##### **a) Lessen Serious Side Effects and Enhancing Drug Safety**

A big concern in any clinical trial is the existence of severe drug-based side effects and participant's safety.

Data science has included many new technologies and methods that can help researchers get insights into contradictions, interactions, and side effects of a potential drug. Anyone can predict all these.

Therefore, this is a great solution to avoid fatalities or severe side effects while testing new drugs.

##### **b) Real-Time Monitoring of Status**

A clinical trial includes different course steps, and one needs to take much care for monitoring each of them.

It includes real-time tracking of policies and procedures to use in the clinical trials with patient results. So, it is only the improved technologies of data science that can make it easier.

### **c) Choosing Patients**

Today, pharmaceutical companies can use a considerable number of sources to gather a variety of data sets.

It is helpful to select the right demographic who will be the participants in their new medicines' clinical trials. One can gather this information from public health databases, genetic testing profiles, and social media.

#### **About NextBee and Data Science**

Today around one-third of the total experiments happening in the field of drugs are performed by automated systems. The machines are only responsible for predicting their results.

The best part is – these results have more than 90% accuracy rates. It helps researchers to conduct research in a clinical laboratory comparatively to others.

[NextBee](#), as data science experts, can help the professionals in pharma use more data that will bring more detailed insights for further growth.

It saves time of manual research by applying machine learning techniques to many medical tests. It can directly or indirectly help scientists to cut the total costs traditionally spent on drug research.

There might be many more applications of these modern technologies to see in the future in medicine beneficial for everyone.

Wish to have a look at how NextBee's AI technology helps your company to grow, contact us today for a demo.

# Our Pledge to You



“Our relationship with you, our client is a strong partnership between our two companies. We bring to you years of best practices, a complete solution, our commitment, and unwavering dedication to your business’ success.”

## Rohit Singh

VP of Customer Engagement

[Request Free Consultation](#)



# Learn More About Our Proven Approach

We have worked with 300+ brands and helped them succeed. To learn more case studies

[Contact Us](#)



Align Your Company, Your Teams, And Your Individual Employees To Foster A Company Culture Rooted In Success.



## Company

[Our Story](#)

[Careers](#)

[Resources](#)

[Contact](#)

[Privacy Policy](#)

[Terms & Conditions](#)

## Products

[CX360](#)

[Catalyst](#)

[Symbio](#)

[Spotlights](#)

## Community Templates

[Member Advocacy](#)

[Insurance Referrals](#)

[Personal Wellness](#)

[Team](#)

[Collaboration](#)

[Neighborhood Connections](#)

[Local Business Connections](#)

## Contact

NextBee Corporation  
155 Bovet Rd Suite 700  
San Mateo, CA 94402



**Call us now**  
**1-800-547-1618**