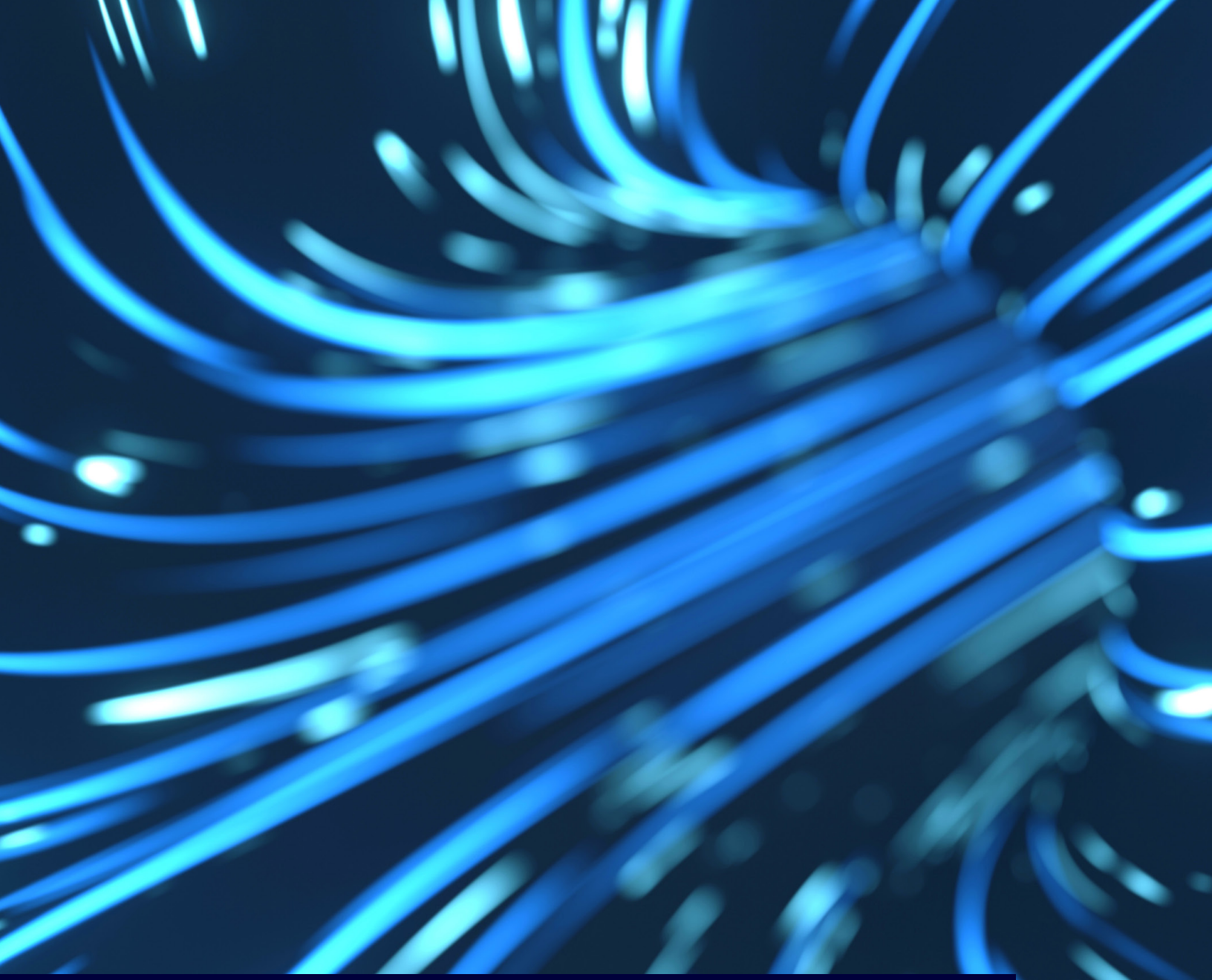


Persistent

Solution Sheet

Drug Label Claim Development Accelerator

For pharmaceutical companies, drug labeling is a highly regulated and complex process. Drug labels need to provide accurate information around the safe usage of a drug without any promotional, misleading, or unsubstantiated claims.

However, the drug label content development process is often manual, disjointed, and inconsistent. The label content development teams struggle with disparate, distributed data sources with largely unstructured content. This can cause inaccuracies in label claims leading to a barrage of consequences such as delays in pending drug approvals, potential withdrawal of existing drugs from the market, higher scrutiny from regulators, and lower drug adoption with consequent cost escalations.

High amounts of disparate, unstructured data.	**Lack of easy access to regulatory guidelines and labeling best practices.**	**Inability to integrate knowledge access into label development workflows.**

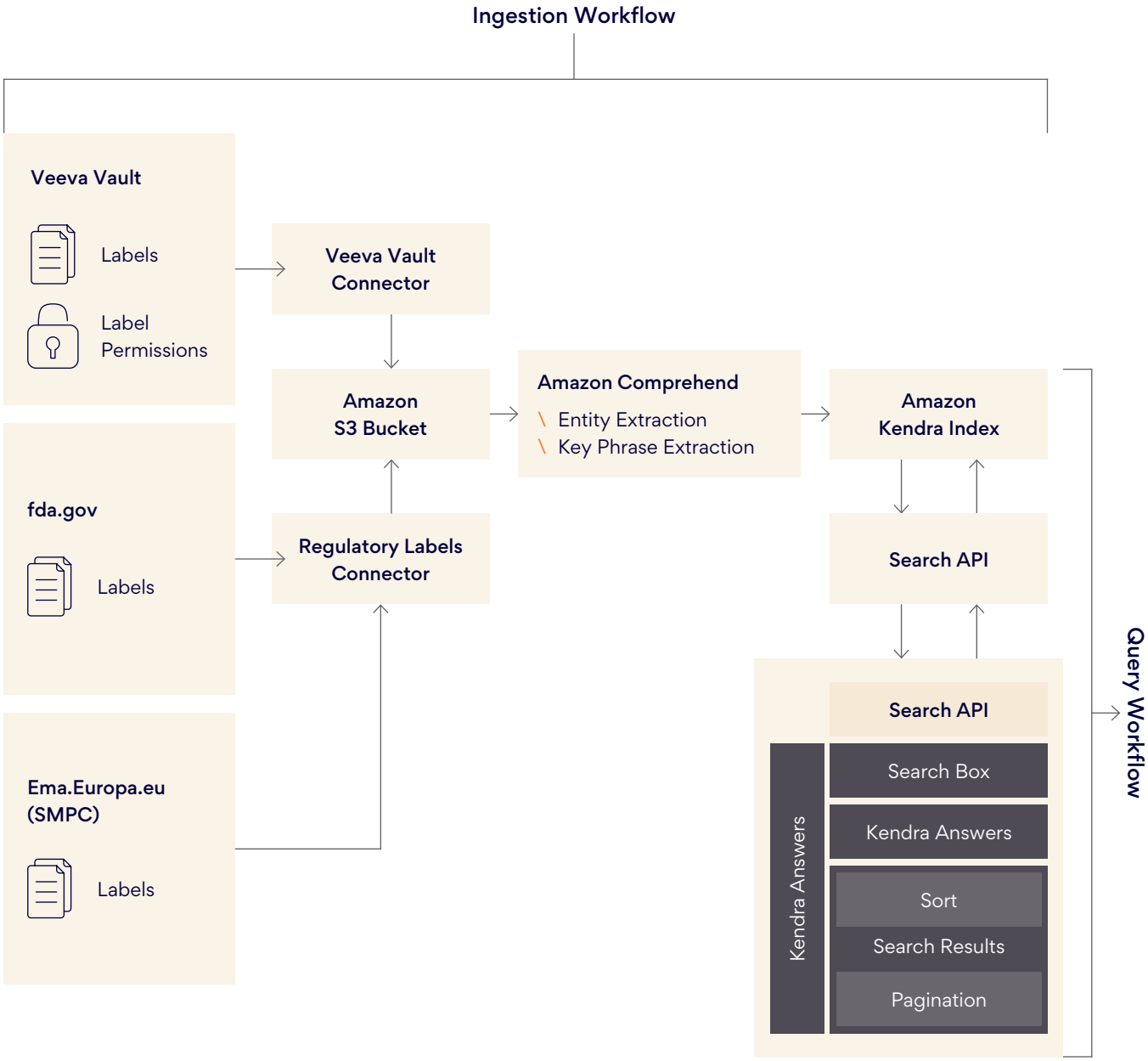
Persistent's Drug Label Claim Development Accelerator

Powered by machine learning and AWS Kendra's natural language-based intelligent search along with AWS Comprehend's text analytics capabilities, Persistent's drug label claim development accelerator helps you fast track the creation of claim labels and improve compliance by finding relevant and precise information from highly technical drug label documents and regulatory guidelines. It helps you ensure consistency and accuracy of drug safety and usage claims and thus enhances drug adoption.

With this solution in place, you can simplify claim development using:

- Natural language interpretation based on keyword and phrase queries
- Intuitive output delivering actionable insights such as answers, FAQs, relevant snippets
- Accuracy of results based on built-in optimization for pharmaceutical and healthcare industries
- Search across internal data sources such as Veeva Vault and external data sources such as the United States FDA website
- Filtering of results based on system and derived metadata
- Ability to view current results with notifications for labeling updates
- Guidance for query and navigation such as custom synonyms, spell-check, auto query completion, etc.

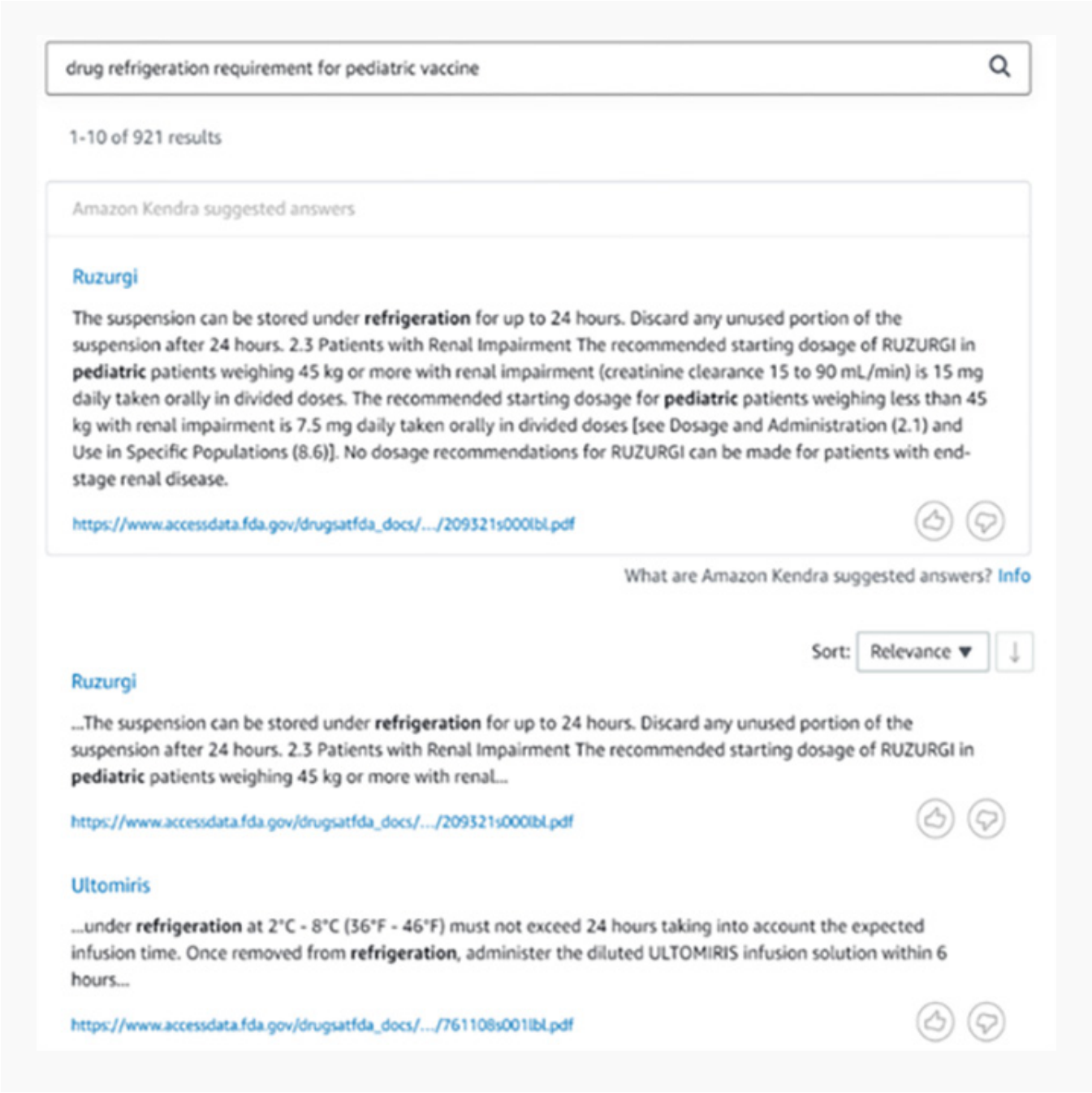
How It Works



Persistent's Drug Label Claim Development Accelerator in Action

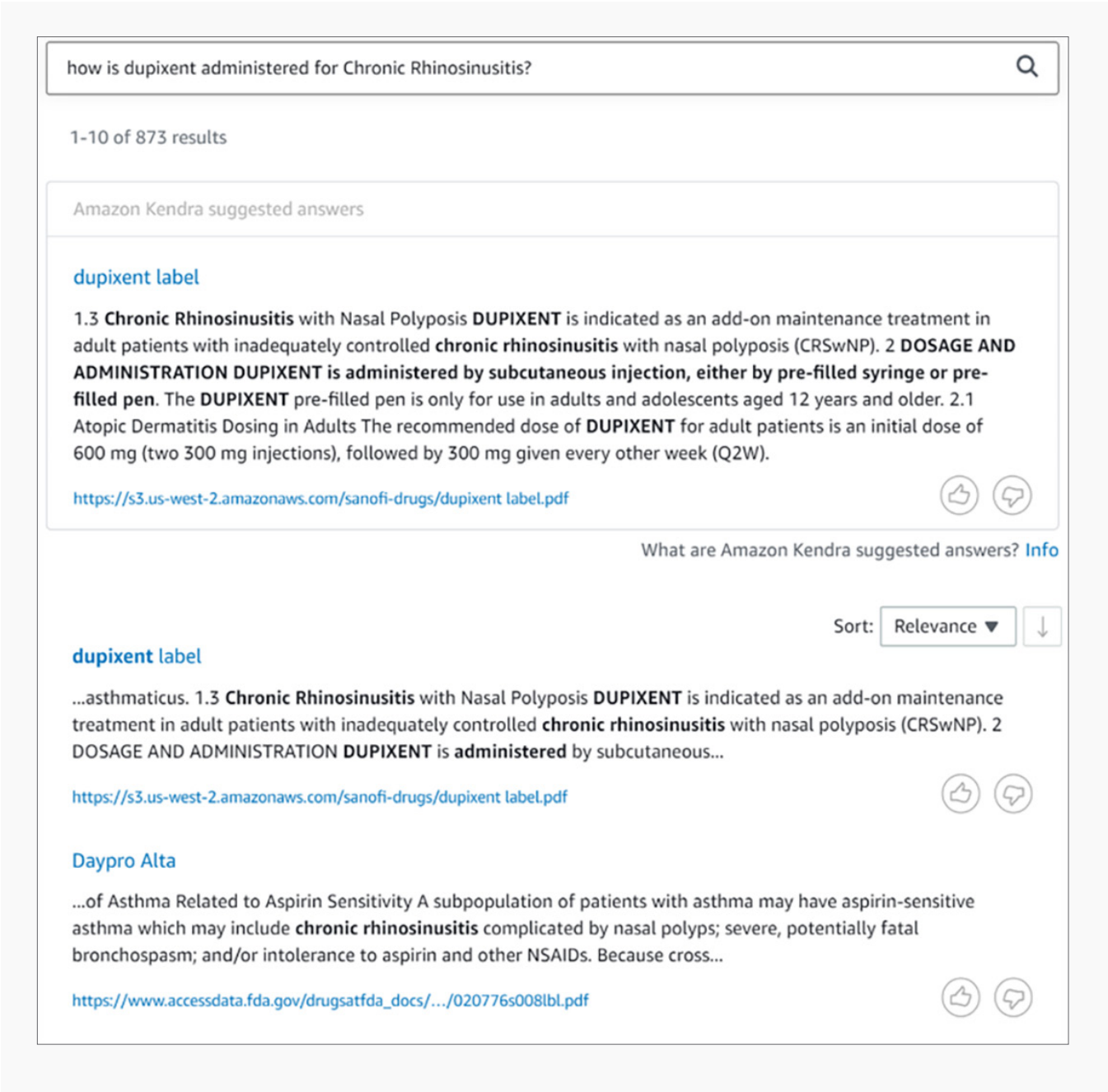
Looking up storage conditions and type of products

Search Query: Drug refrigeration requirement for paediatric

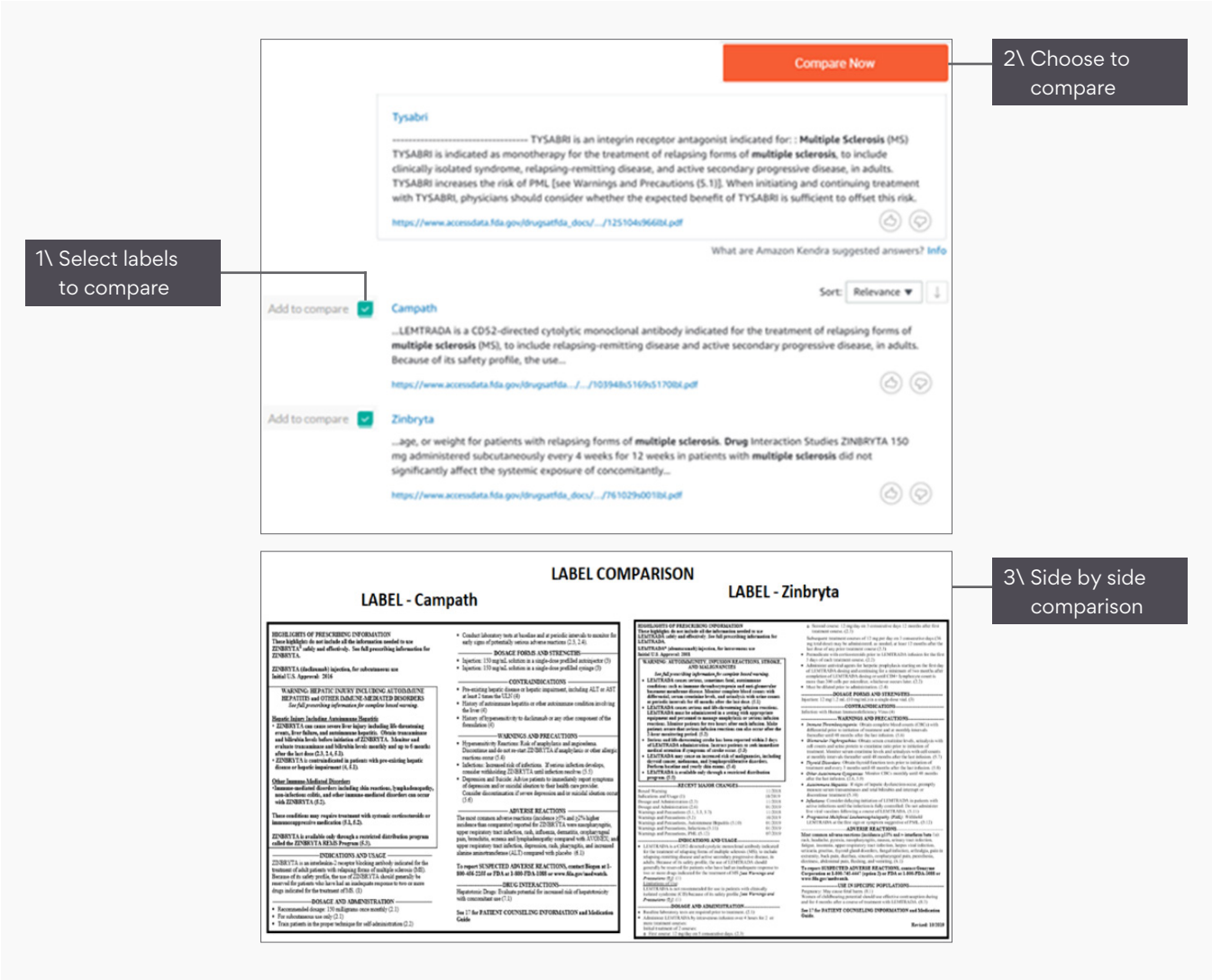


Understanding drug dosage and administration

Search Query: How is Dupixent administered for Chronic Rhinosinusitis?



Conducting a comparative label analysis



Improve compliance and de-risk your drug labeling processes today.

Request Demo

About Persistent

We are a trusted Digital Engineering and Enterprise Modernization partner, combining deep technical expertise and industry experience to help our clients anticipate what's next. Our offerings and proven solutions create a unique competitive advantage for our clients by giving them the power to see beyond and rise above. We work with many industry-leading organizations world-wide including 14 of the 30 most innovative US companies, 80% of the largest banks in the US and India, and numerous innovators across the healthcare ecosystem. Our company fosters a values-driven and people-centric work environment. Our strength of over 22,500+ employees is spread over 18 different countries across the globe.

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