

LEXALYTICS PHARMA

Automated Content Review

KEY FEATURES



API Access
for Workflow
Integration



Highlighted
Detections in
PPT Module



Audit Log
Review Features

The Content Review process is one of the more expensive and time-consuming requirements of a Medical Affairs team.

Given the rigors of publishing content in the pharmaceutical space, most larger companies employ a fair number of people whose job is to assure that published content is acceptable to the Medical Review Committee and Promotional Review Committee. Having to get approval from both is a time-consuming process.

While nobody can eliminate the work associated with this process, our **AI-driven Content Review (ACR) Tool** can help reduce the burden. By leveraging the (ACR) tool, companies can empower their content teams and allow them to **review content faster with a higher degree of confidence and reduced risk.**

Our **ACR Tool** operates at both the low level, via an API that allows it to be integrated with other workflow tools, and with the PowerPoint review module where it can process presentation content looking for a variety of **business-level needs**, including:

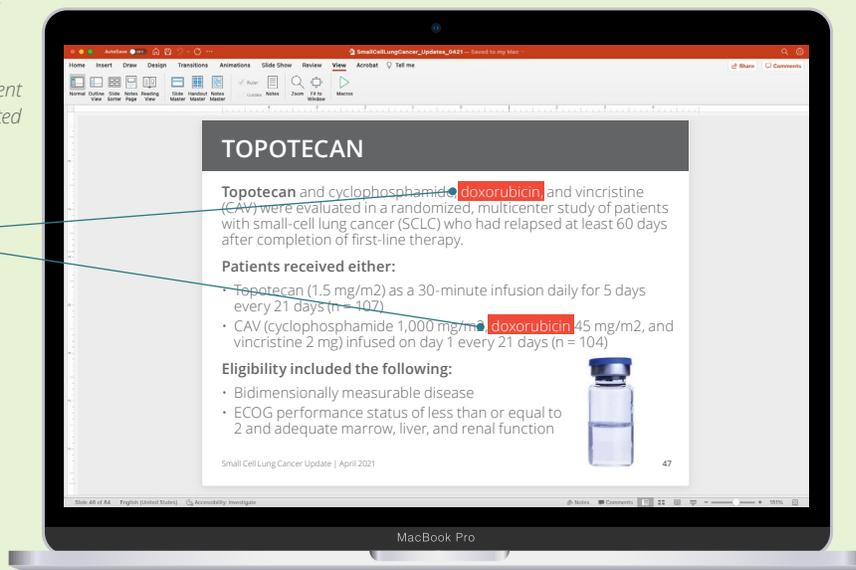
- Field-specific language assessment
- Automatic document categorization (condition, treatments, competitors, etc.)
- Adverse Event detection
- Off-label use
- Key message detection

Detecting and highlighting these required elements leads to a simplified content review process, improved quality, and auditable results.

A successful Content Review Tool is the perfect blend of **advanced technology combined with condition-specific domain knowledge** that allows for the spotting of *Adverse Events* and *Off-label use*.

The **Lexalytics ACR Tool** is both **trainable and tunable** to add domain knowledge for a given condition. It includes Advanced Machine Learning to continuously improve through use and integrates custom client taxonomies that take advantage of our clients' work on a given disease or condition.

Figure 1 | PPT Review Module showing how processed content has been detected for changes to field-specific language.



To learn more, reach out to us for an informal conversation.