

AI Orchestration: Shaping the Future of Biopharma with Quation

Case Study



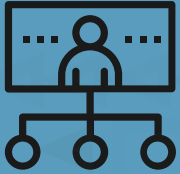
Industry Insight:

Nestled in Thousand Oaks' innovation hub, a biopharmaceutical titan with a **\$26 billion** prowess leads the quest against rare diseases, blending groundbreaking research with unrivaled passion.

Strategic Focus: AI-Powered Biopharma Evolution :

Selected for its game-changing impact, this initiative propels the fusion of AI with biopharma, igniting a revolution in precision, efficiency, and discovery.





Core Challenge:

Our client sought to transform their Python-based analytics by implementing PySpark driven AI pipeline with Databricks.

The challenge: To achieve end-to-end automation and refine operational workflows for marketing campaigns to target best HCPs and elevate sales of flagship products and secure a strategic market position in a highly competitive and regulatory Healthcare sector while improving financial outcomes.

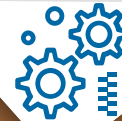
The Quation's Solution

Strategic Blueprint:



Quation engineered an AI orchestrator for automated workflow execution, harmonizing raw data into actionable insights through advanced feature generation and engineering.

Tailored Triumphs:



Utilizing LSTM architecture for deep learning model training and genetic algorithms, we refined predictive accuracy, ensuring each recommendation was a step towards sales enhancement.

Journey to Success:



This seamless integration of AI-driven processes marked a transformation in operational efficiency and strategic decision-making, setting a new standard for predictive analytics in biopharma.

Impact Delivered

Outcomes Delivered:



Achieved **95% precision** and **92% recall** in **segment-level predictions**, **optimizing time** and **reducing costs**.

Strategic Wins:



End-to-end automation identified the **top 14%** of **HCPs segment**, a major chunk accounting for drug sales through prescription Meds.