

# Anzo® *Digital Patient Health*

Linking your data for smarter solutions

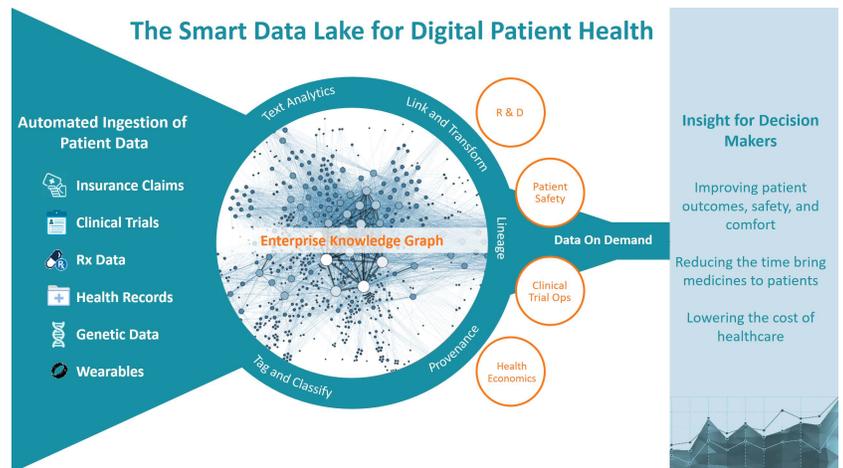


Calling ALL Data, ask ANY question:

- ✓ Clinical Trial Data
- ✓ Real World Evidence
- ✓ Drug Safety, PV
- ✓ Epidemiology
- ✓ Claims Data

## ? 5 Key Questions For Big Data Strategy Success

1. Are your analytics based on ALL available data and documents?
2. Are you confident enough in the answers to take operational action?
3. Can you quickly "pivot" your analytics to answer new and novel questions of your data?
4. Can you easily add new data sources without disrupting existing users?
5. Are you able to sufficiently control the data to support your security and governance policies?



## A data-driven business

Your organization must make **timely decisions** from **all your data assets**. A good decision maker does more than just collect information, they engage in **data conversations**. Digital Patient Health trends indicate a huge demand for improving data integration and analytics. Traditional data warehouses and conventional "big data" technologies have proven to be slow, cumbersome and expensive. They are no longer capable of handling the trends of today.

- ✓ The continuing rise of Real World Evidence in today's value-driven healthcare and resource management systems.
- ✓ Disruption of traditional patient experiences - wearables for wellness, self-reporting EMR systems, patient portals, digital communities.
- ✓ Adoption of Text Analytics and NLP for reducing costs while improving outcomes.
- ✓ Precision Medicine for patient-centric research and targeted disease treatment options and prevention.
- ✓ Unstructured data is growing at nearly 50% every year.

Anzo® provides a highly flexible knowledge-graph based platform that allows organizations to leverage all of their relevant data. Whether internal or external, regardless of the source form or type, i.e., structured, unstructured or semi-structured, Anzo allows faster, better answers to ad hoc, unplanned questions impacting patient outcomes. Organizations can easily include, correlate, and analyze their clinical trial data sets, RWE data, and vast patient data from genetic content to insurance claims, EHR to IoT!

The result is improved patient outcomes, faster and more successful clinical trials, medicines that are safer and have better efficacy, lower R&D costs, and accomplishing better business insights never before possible.

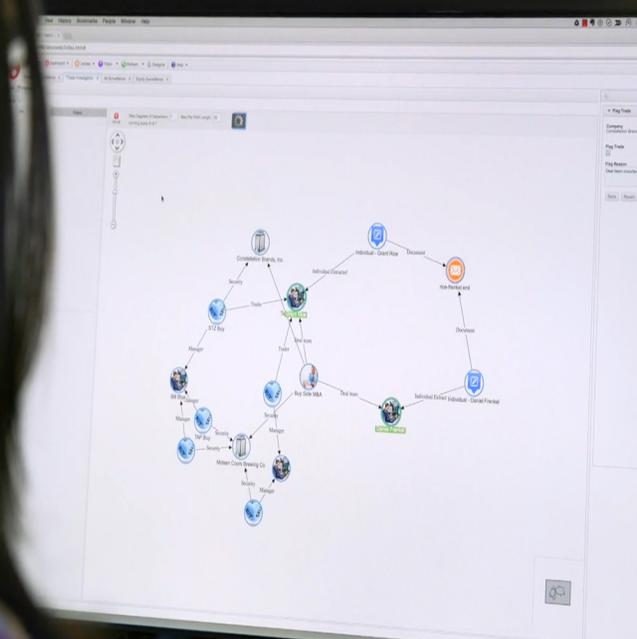


## An Ideal Solution For Your Organizations Digital Patient Health Initiatives

Cambridge Semantics' Anzo® is the only proven platform in the marketplace that enables organizations to rapidly realize these benefits, leveraging a flexible, knowledge-graph based architectural approach that enables scientists to gain fast answers to questions that require correlating and analyzing data locked away in Real World Evidence, clinical trial data, and other sources of patient data.

Anzo's speed, scale, and ease of use has delivered repeated customer success in global pharmaceutical, hospital, biotech, insurance and healthcare organizations. With award winning recognition and the only end-to-end Digital Patient Health platform for your big data initiative, it's time for an upgrade, it's time for Anzo.

*"I knew the data from previously concluded trials and our rich biomarker repository held critical insights to shaping new compounds and designing effective clinical trials.....with Anzo, we were able to pool ten years of clinical data quickly and begin to generate new hypotheses."*  
- Head of Translational R&D



## Key Benefits

- **Fast answers and insights to questions.**  
Anzo provides a single, comprehensive, end-to-end and flexible knowledge repository for providing fast answers to questions regarding patient safety, product efficacy, R&D operational effectiveness, clinical trials conduct and data management, Health Economics and Outcomes Research (HEOR), and Precision Medicine initiatives.
- **Leverage all data including RWE.**  
Robust Digital Patient Health solutions require the ability to include information from a wide variety of sources in a range of formats, both structured and unstructured. RWE data sets are typically large and structured but often include critical treatment text captured in Clinician Notes that often get ignored. Anzo's unparalleled speed and scale make it possible to analyze large sets of RWE in combinations with clinical patient data. Soon, leading life science companies will be adding insurance claims, prescription data, genetic data, and wearables or other IoT data.
- **Governance, security and privacy.**  
Anzo allows organizations to define and enforce strict rules regarding data access and use in support of their corporate security and data governance policies and procedures, e.g., to prevent scientists from combining data that by itself poses no privacy issues, but when correlated would reveal confidential information about patients. Anzo provides critical capabilities for metadata management, security, auditing, role-based permissioning, provenance and data lineage.
- **Improved Clinical Trials.**  
Clinical Operations leaders are able to design and implement better and more cost effective clinical trials based on insights gained from Real World Evidence and prior clinical trial data. For example, RWE can guide organizations to selecting smaller and more targeted patient populations for clinical trials resulting in quicker trial recruitment, more successful patient outcomes with fewer adverse reactions and at lower cost.

## About Cambridge Semantics

Cambridge Semantics Inc., The Smart Data Company®, is an enterprise analytics and data management software company. Our software, Anzo®, allows IT departments and their business users to semantically link, analyze and manage diverse data whether internal or external, structured or unstructured, with speed, at big data scale and at the fraction of the implementation costs of using traditional approaches.

Cambridge Semantics is based in Boston, Massachusetts. For more information, visit [www.cambridgesemantics.com](http://www.cambridgesemantics.com) or follow us on:

