

## Genpact Launches an Artificial Intelligence (AI)-Based Solution to Usher in a New Era of Drug Safety Automation

Genpact's new Pharmacovigilance Artificial Intelligence ("PVAI") solution promises to transform drug safety data management and reporting

NEW YORK , June 12, 2017 /[PRNewswire](#)/ -- Genpact (NYSE: G), a global professional services firm focused on delivering digital transformation for clients, is investing in leading digital technologies that are transforming industries. Genpact's PVAI will be the life sciences industry's first fully-integrated, end-to-end adverse event (AE) processing solution, leveraging intelligent automation to not only dramatically reduce the effort of processing adverse events, but also to enable an AI-driven level of real-time predictive analytics and actionable insight not previously possible.

As life sciences companies face escalating AE volumes for their products and increasing pressure to improve quality and compliance while reducing costs, they are looking for breakthrough solutions to help them transform their pharmacovigilance operations. Genpact's PVAI offering brings together and integrates optical character recognition, robotic process automation, natural language processing, and machine learning technologies to automatically extract and code AE data from unstructured and semi-structured source documents – eliminating manual workflow, saving pharmaceutical companies significant time and resources, and helping to establish a scalable PV operating model. Most importantly, the solution continuously builds predictive insights as more and more AE goes through it over time.

"Industry leaders have stated that the current manually-intensive approach to AE processing is simply not sustainable and needs an innovative approach. Through robust pilot testing with clients, our new PVAI solution has proven that the vast majority of case processing can be successfully automated in a fraction of the time and cost," **said Balkrishan 'BK' Kalra, senior vice president and business leader, Consumer Goods, Retail, Life Sciences and Healthcare, Genpact.** "We continue to invest in PVAI and are excited to bring this holistic, unique and market-leading, AI-driven digital proposition to the industry."

As part of its investments in PVAI, Genpact recently acquired the assets and team of November Research Group (NRG), a Berkeley, California-based leading provider of product vigilance software. The transaction added NRG's domain expertise and fully-featured pharmacovigilance Software-as-a-Service, contributing to PVAI's pioneering approach to automating drug safety operations in the life sciences industry. Terms of the deal were not disclosed.

"The November Research Group team is very excited to be part of the Genpact PVAI team and combining our deep domain expertise and our PV solutions with their AE data extraction engine, analytics, and innovative AI approach to provide a truly game-changing PV solution," **said Brad Gallien, vice president, November Research Group.** "Together, we are creating a new paradigm for drug safety."

Genpact currently serves the majority of global life sciences companies, helping pharmaceutical and medical devices companies pursue global growth, achieve cost reduction, increase speed to market, and improve regulatory compliance by providing a range of digital solutions, analytics services, and business process transformation expertise. Genpact has a large life sciences [regulatory services](#) business stemming from its acquisition of Pharmalink in 2014.

More information about Genpact's PVAI capabilities can be found at <http://www.genpact.com/pvai>. Interested parties may also learn more about Genpact's services for life sciences companies at <http://www.genpact.com/what-we-do/industries/life-sciences/>.

### About November Research Group

November Research Group is a software development company focused on the development of commercial applications in product vigilance. The core team of software developers and quality assurance engineers have been developing software in this space for over 20 years and have led and participated in the development of the biggest software solutions in Pharmacovigilance, including EventNet/Oracle AERS, Relsys/Oracle Argus, and PRIMO Regulatory. Our current portfolio of products includes applications to streamline case intake, utilize mobile AE/PC intake tools, case management, facilitate business user access to pharmacovigilance data, and analytic solutions built on "big data" platforms. For more information, visit [www.novemberresearch.com](http://www.novemberresearch.com).

### About Genpact

Genpact (NYSE: G) is a global professional services firm focused on delivering digital transformation for our clients, putting digital and data to work to create competitive advantage. We do this by integrating lean principles, design thinking, analytics and digital technologies with our domain and industry expertise to deliver disruptive business outcomes – an approach we call Lean Digital<sup>SM</sup>. We deliver value to our clients in two ways – through digital-led, domain-enabled solutions that drive innovation, and through intelligent operations enabled by digital that design, transform and run clients' operations. Our approach is continually refined in one of the world's largest digital process sandboxes, where we test and improve thousands of processes. For two decades, first as a General Electric division and since 2005 as an independent company, we have been passionately serving our clients. We generate impact for clients from the Fortune Global 500 and beyond, and employ over 77,000 people in more than 20 countries, with key offices in New York City, Palo Alto, London, and Delhi. For additional information, visit [www.genpact.com](http://www.genpact.com). Follow Genpact on [LinkedIn](#), [Twitter](#), [YouTube](#), and [Facebook](#).

### For more information:

**Gail Marold***(Genpact Media Relations)*

gail.marold@genpact.com

+1 919-345-3899

**Matt Panichas***(for Genpact U.S.)*

mpanichas@peppercomm.com

+1 212-931-6190

**Mark Pinnes***(for Genpact U.K.)*

mpinnes@peppercomm.com

+44 20 7680 7121

**Rudra Bose***(for Genpact India)*

rudra.bose@bm.com

+91 9811626585

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