

Wipro

Data Discovery Platform

<https://www.wipro.com/analytics/data-discovery-platform/>



Industry 4.0 in Healthcare industry

With advances in technology there has been increased use of wearable devices, cloud computing and need for stringent regulatory norms to be followed in healthcare industry. In order to support both innovation and operative needs, a common technology framework comprising of existing enterprise tools needs to be established. A framework will be used to search, capture, analyze, curate, share, visualize and update information.



CHALLENGES

Increased competition, low customer stickiness, bleeding costs, stringent regulatory and compliance norms, faster R&D are some of the pertinent challenges that the current medical device and pharma industry is grappling with

IDEAL SOLUTION

Enables a transformation to intelligent system by facilitating a 360 degree view for their customers, R&D, and operations so the right products can be brought to the market, while reducing operational cost leakages and improving the end consumers' experience and satisfaction

DESIRED OUTCOMES

Modular, pointed apps to address the pain points, while ensuring the flexibility and scalability to meet the growing and fluctuating needs of a data driven organizations



Intelligent Healthcare

Data Discovery Platform

The Intelligent Healthcare apps on Data Discovery platform are specifically designed to address the intrinsic challenges that are prevalent in the pharm, medical devices and insurance industries, using a robust approach that involves infusing AI with strong domain understanding.

KEY SOLUTION FEATURES

- ML-based predictive asset maintenance for medical device companies to critically monitor their assets
- Early risk and fraud detection for claims to prevent cost leakage
- Predict potential adverse events due to product or drug usage through social media surveillance

SOLUTION BENEFITS

- Enable an insight-driven enterprise
- Faster time to market
- Reduced TCO
- Increased “analytical throughput”

MICROSOFT INTEGRATION BENEFIT

- End to end analytical technology stack
- Out-of-the-box cognitive API s
- Scalability and ease of integration

Intelligent Healthcare powered by Data Discovery Platform built on Microsoft Azure



Predictive Asset Maintenance

Helps identify the devices predicted to be most at risk of a failure which could result in an unscheduled service visit

Adverse Event Detection

Detects potential Adverse Events, resulting out of prescribed Pharmaceutical Product usage, as indicated in social media

Digital Key Opinion Leaders

Identifies the Most Eminent Researchers and Physicians in a particular Therapeutic Area, from Open Data and analyzes their Online Activity and Field of Advocacy and Endorsements

Fraud Waste and Abuse

Derives triggers & characteristics of the fraudulent claims in healthcare on a real time basis and segments customers for better detection of fraud

Demand Forecasting

Forecasts demand of the medical devices at the customer level to analyze the spike or fall in the customer purchase pattern and identify potential upsell opportunities

Market Basket Analysis

Develops a Market Basket Analysis to determine that if a practitioner buys a certain group of equipment, then he/she is more (or less) likely to buy another equipment

Intelligent Healthcare powered by Wipro's Data Discovery Platform

Ask a question via email: gtm-ps@wipro365.onmicrosoft.com

Learn more: <https://www.wipro.com/analytics/data-discovery-platform/>

