

# STRATEGY BUILT FOR A PURPOSE

## PRESS RELEASE

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stradoo® is excited having published a new thought leadership piece on Big Data and AI in Life Sciences.

The publication authored by Polina Zayakina and Dr. Michael C. Müller has been accepted for the 06/2024 issue of the renowned pharminD magazine. In this paper the authors explored how the key players are revolutionizing the Life Sciences sector using Big Data and AI.

Transforming Life Sciences with Data-driven Innovation - delves into the pioneering initiatives of key players in the field, spotlighting their contributions and capabilities. In the rapidly evolving landscape of life sciences and healthcare, the integration of Big Data platforms is heralding a revolutionary era of research and patient care.

Beginning with a comprehensive exploration of the definition and characteristics of Big Data within the context of life sciences, the article elucidates the manifold benefits of leveraging these platforms. In-depth profiles of prominent companies such as Flatiron Health, Owkin, Tempus and multiple others reveal the scope of their services. These companies are leveraging artificial intelligence (AI), real-world evidence (RWE), and genomic data to develop predictive models, refine treatments and enable personalized care. The challenges of data quality, privacy, interoperability, and regulatory compliance are examined alongside potential solutions, including standardization and harmonized frameworks.

For any further questions, please do not hesitate to contact stradoo at any time and [muenchen@stradoo.com](mailto:muenchen@stradoo.com).