

Life Sciences and Healthcare Analytics Services – Specialist Providers

A research report comparing provider strengths, challenges and competitive differentiators to assist decision-makers in analytics services



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Introduction

The life sciences and healthcare industry is pivoting toward an AI- and analytics-driven approach to bolster R&D to innovate and augment value from data. The emergence and adoption of big data, AI and ML, natural language processing (NLP), deep learning and other advanced analytics technologies play a predominant role across the life sciences and healthcare value chain. These roles include de-risking drug discovery, accelerating clinical development, validating clinical trials and reinventing patient outcomes. Applied AI has permeated the life sciences and healthcare value chain, enabling organizations to adopt advanced AI approaches to accelerate innovation and make data-led business decisions at scale. The ability of AI and advanced analytics to process large volumes of complex research data expedites the drug development process, enhances risk assessment and improves overall ROI.

The industry is tackling clinical, research, and patient data management and security-related challenges, yet the role of big data analytics is constantly increasing as it boosts R&D productivity. Despite the rising adoption of

AI and analytics in life sciences, enterprises still contend with complications in handling data privacy, data quality and data lineage issues. Industry leaders are investing in multiple avenues of the value chain transformation, utilizing AI and advanced analytics to expedite innovation, identify new streams of revenue and achieve better treatment outcomes.

Leading life sciences and healthcare enterprises increasingly view outsourcing as a supplemental resource and strategic support, seeking expertise, bandwidth and technological guidance from external providers.



Life Sciences and Healthcare Analytics Services - Foundational Blocks

Clinical & Diagnostics Analytics	Clinical Trial Analytics	Disease Management	Rare Disease & Diagnostic Analytics	Genomic Analytics	Clinical Research & Decision Support
	Pharmacological Analytics	Therapeutic Outcome Analysis	Predictive Disease Detection	Pharma & Biopharma Intelligence	
Drug Development Analytics	Formulation Development	Drug Discovery & Safety	Drug Potency Analysis	Drug Prescriptive Prediction & Analysis	
Devices & Ecosystem Analytics	Connected Research & Digital Health		Telehealth Analytics	Population Health Analytics	
	Predictive Healthcare Analytics Platforms		Image Recognition & Analytics	Medical Devices Life Prediction	
Patient Analytics	Patient Data & Segmentation	Patient Health Monitoring Dashboard	Remote Patient Monitoring as-a-Service	Patient Journey Mapping & Flow Modeling	Healthcare Professional (HCP) Targeting & Engagement
	Patient Intelligence & Analytics	Recommendation Systems	Digital Patient Experience Services	Prescriber Journey	
Healthcare Providers & Payers Analytics	Operational Analytics	Hospital Performance Dashboard	Hospital Command Center	Healthcare Knowledge Systems	
	Pharmacy Sales & Inventory	Health Plan Analytics	Policy Impact Analysis		

Innovation (IP – Accelerators)	Partnerships (Tiers – Types)	Competency and Talent (Resources – Certifications)	Industry Expertise	Experience and Engagement
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■ Life Sciences Clusters ■ Healthcare Clusters ■ Workloads & Usecases ■ Enablers



The study delves into insights into the **evolving market trends** and **competitive dynamics** of **life sciences and healthcare analytics** service providers in 2024.

Simplified Illustration Source: 2024

Life Sciences and Healthcare Analytics Services — Specialist Providers

Scope of the report

The ISG Provider Lens™ Life Sciences and Healthcare Analytics Services — Specialist Providers 2024 **study offers the following to business and IT decision-makers:**

- Transparency on the strengths and weaknesses of relevant providers
- A differentiated positioning of providers on their competitive strengths and portfolio attractiveness
- Focus on the global market

Our study serves as an important decision-making basis for positioning, key relationships and go-to-market considerations. ISG advisors and enterprise clients also use information from these reports to evaluate their current vendor relationships and potential engagements.



Life Sciences and Healthcare Analytics Services – Specialist Providers

Definition

In this quadrant, ISG evaluates the providers offering AI and analytics services to integrate scientific methods with business context for their life sciences and healthcare enterprise clients. These providers resolve critical business challenges by adopting applied AI approaches faster, accelerating tech-driven innovation across the value chain. The objective is to develop, deploy and maintain AI and analytics solutions for life sciences and healthcare enterprises to accelerate scientific innovation and hasten therapy delivery to market. This is achieved by ingesting highly compliant clinical and drug research data and applying advanced AI and ML and deep learning algorithms and models.

Providers should showcase capabilities and expertise in enabling enterprises to improve decision-making utilizing AI and analytics across life sciences and healthcare segments, including clinical development, diagnostics, therapeutics, disease management, drug and formulation development, connected research, medical imaging, patient data, and hospital operations analytics and command center.

They should highlight expertise in advanced automation and customize AI and ML models, algorithms and workflows using the best analytics technologies to deploy their services efficiently. Providers should exhibit end-to-end capabilities in scaling AI and analytics projects across the value chain to ensure business leaders extract actionable insights, value and data-driven decisions from their data.

Large service providers, analytics platform vendors with life sciences and healthcare modules, and verticalized platform vendors with analytics solutions featured as a part of projects are not considered under this quadrant.

Eligibility Criteria

1. Providers that can build and manage robust data architecture and storage for highly compliant clinical and research data and use next-gen analytics technologies to **improve clinical research programs, ensure early detection of prescription and treatment patterns,** and accelerate the time-to-market
2. Providers with expertise in adopting data-centric approaches to **streamline the complexity of clinical data and utilize cognitive intelligence** to augment the **drug discovery and development** process
3. Providers with capabilities to develop analytics solutions in **clinical and diagnostics research, including clinical trials, genomics, therapeutics and pharma intelligence**
4. Providers with expertise to seamlessly **manage and monitor patient medical data** to identify patterns for timely decision-making, resulting in **improved patient safety**



Quadrants by Region

As part of this ISG Provider Lens™ quadrant study, we are introducing the following quadrant on Life Sciences and Healthcare Analytics Services — Specialist Providers 2024:

Quadrant	Global
Life Sciences and Healthcare Analytics Services — Specialist Providers	✓



The research phase falls in the period between February and March 2024, during which survey, evaluation, analysis and validation will take place. The results will be presented to the media in September 2024.

Milestones	Beginning	End
Survey Launch	Feb 28, 2024	
Survey Phase	Feb 28, 2024	Mar 29, 2024
Sneak Previews	July 2024	Aug 2024
Press Release & Publication	Sep 2024	

Please refer to the [link](#) to view/download the ISG Provider Lens™ 2024 research agenda

Access to Online Portal

You can view/download the questionnaire from [here](#) using the credentials you have already created or refer to instructions provided in the invitation email to generate a new password. We look forward to your participation!

Research Production Disclaimer:

ISG collects data for the purposes of writing research and creating provider/vendor profiles. The profiles and supporting data are used by ISG advisors to make recommendations and inform their clients of the experience and qualifications of any applicable provider/vendor for outsourcing the work identified by clients. This data is collected as part of the ISG FutureSource™ process and the Candidate Provider Qualification (CPQ) process. ISG may choose to only utilize this collected data pertaining to certain countries or regions for the education and purposes of its advisors and not produce ISG Provider Lens™ reports. These decisions will be made based on the level and completeness of the information received directly from providers/vendors and the availability of experienced analysts for those countries or regions. Submitted information may also be used for individual research projects or for briefing notes that will be written by the lead analysts.



ISG Star of Excellence™ – Call for nominations

The Star of Excellence™ is an independent recognition of excellent service delivery based on the concept of “Voice of the Customer.”

The Star of Excellence™ is a program, designed by ISG, to collect client feedback about service providers’ success in demonstrating the highest standards of client service excellence and customer centricity.

The global survey is all about services that are associated with IPL studies. In consequence, all ISG Analysts will be continuously provided with information on the customer experience of all relevant service providers. This information comes on top of existing first-hand advisor feedback that IPL leverages in context of its practitioner-led consulting approach.

Providers are invited to [nominate](#) their clients to participate. Once the nomination has been submitted, ISG sends out a mail confirmation to both sides. It is self-evident that ISG anonymizes all customer data and does not share it with third parties.

It is our vision that the Star of Excellence™ will be recognized as the leading industry recognition for client service excellence and serve as the benchmark for measuring client sentiments.

To ensure your selected clients complete the feedback for your nominated engagement please use the Client nomination section on the Star of Excellence™ [website](#).

We have set up an email where you can direct any questions or provide comments. This email will be checked daily, please allow up to 24 hours for a reply.

Here is the email address:

ISG.star@isg-one.com



ISG Star of Excellence



Contacts For This Study

Study Sponsor



Namratha
Dharshan
**Chief Business
Leader**



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Sachdeva
**Senior Manager and
Principal Analyst**



Saravanan M S
**Research Specialist
and Co-Author**



Tishya
Selvaraj
Data Analyst



Yeshashwi
Nagarajan C
Project Manager



ISG Provider Lens™ Advisors Involvement Program

ISG Provider Lens offers market assessments incorporating practitioner insights, reflecting regional focus and independent research. ISG ensures advisor involvement in each study to cover the appropriate market details aligned to the respective service lines/technology trends, service provider presence and enterprise context.

In each region, ISG has expert thought leaders and respected advisors who know the provider portfolios and offerings as well as enterprise requirements and market trends. On average, three advisors participate as part of each study's quality and consistency review team (QCRT). The QCRT ensures each study reflects ISG advisors' experience in the field, which complements the primary and secondary research the analysts conduct. ISG advisors participate in each study as part of the QCRT group and contribute at different levels depending on their availability and expertise.

The QCRT advisors:

- Help define and validate quadrants and questionnaires,
- Advise on service provider inclusion, participate in briefing calls,
- Give their perspectives on service provider ratings and review report drafts.

ISG Advisors to this study



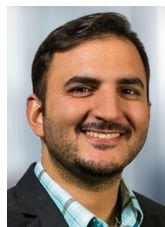
Gowtham
Sampath

**Assistant Director and
Principal Analyst**



Olga
Kupriyanova

**Principal Consultant,
Cognitive and Analytics**



Ryan
Hamze

**Principal Consultant,
Manufacturing**



Invited Companies

If your company is listed on this page or you feel your company should be listed, please contact ISG to ensure we have the correct contact person(s) to actively participate in this research.

Agilisium	InData Labs	Quantiphi
Analytics8	Intuceo	QuantZig
Axtria	Lokavant	Rancho Biosciences
CareSet	MathCo	RX Data Science
Change Healthcare (Optum)	MedeAnalytics	SG Analytics
Claritas Rx	Merative	Sigmoid
Course 5i	Mosaic Data Science	ThirdEye Data
Data41	Mu Sigma	ThoughtSphere
EMed HealthTech	Neolytix	Tiger Analytics
EMIDS	Nexocode	Treasure Data
Factspar	O9 Solutions	Tredence
Forian	Onebridge	ZS Associates
Fractal	phData	
Fresh Gravity	Polestar	
Ganit Inc	ProcDNA	



*ISG Provider Lens™

The ISG Provider Lens™ Quadrant research series is the only service provider evaluation of its kind to combine empirical, data-driven research and market analysis with the real-world experience and observations of ISG's global advisory team. Enterprises will find a wealth of detailed data and market analysis to help guide their selection of appropriate sourcing partners, while ISG advisors use the reports to validate their own market knowledge and make recommendations to ISG's enterprise clients. The research currently covers providers offering their services across multiple geographies globally.

For more information about ISG Provider Lens™ research, please visit this [webpage](#).

*ISG Research™

ISG Research™ provides subscription research, advisory consulting and executive event services focused on market trends and disruptive technologies driving change in business computing. ISG Research™ delivers guidance that helps businesses accelerate growth and create more value.

ISG offers research specifically about providers to state and local governments (including counties, cities) as well as higher education institutions. Visit: [Public Sector](#).

For more information about ISG Research™ subscriptions, please email contact@isg-one.com, call +1.203.454.3900, or visit research.isg-one.com.

*ISG

ISG (Information Services Group) (Nasdaq: III) is a leading global technology research and advisory firm. A trusted business partner to more than 900 clients, including more than 75 of the world's top 100 enterprises, ISG is committed to helping corporations, public sector organizations, and service and technology providers achieve operational excellence and faster growth. The firm specializes in digital transformation services, including automation, cloud and data analytics; sourcing advisory; managed governance and risk services; network carrier services; strategy and operations design; change management; market intelligence and technology research and analysis.

Founded in 2006, and based in Stamford, Conn., ISG employs more than 1,600 digital-ready professionals operating in more than 20 countries—a global team known for its innovative thinking, market influence, deep industry and technology expertise, and world-class research and analytical capabilities based on the industry's most comprehensive marketplace data.

For more information, visit isg-one.com.





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