

# 5 Innovations Reshaping Today's Insights Landscape

Are you on board with next-generation market research and insights?

It's time to leave behind traditional, lengthy fielding, analysis and reporting that once took several months. Now is the time to embrace next-generation research.

Here are some of the top AI and ML innovations shaping healthcare insight generation, bringing new, agile approaches for quality insights to drive change:

**1. Streamlining workflows**

Tech-enabled agile market research platforms are streamlining traditional market research workflows such as panel sampling, invitation management, data preparation, insights and reporting, removing traditional limitations between scale, reach and expertise

**3. Enriching panel profiles**

AI/ML is being utilized to combine real-world data and social/consumer data to enrich panel profiles, improving sampling techniques and enhancing analytics

**2. Advancing respondent intelligence**

AI/ML algorithms are being applied to match best-fit respondents, inviting the appropriate number based on a predicted response rate; shortening survey fielding times and enhancing respondent engagement and response rates

**4. Expediting insight generation**

Advanced AI/ML-powered predictive analytics, sentiment analysis and natural language summarization/coding translation are expediting data preparation and insights generation

**5. Elevating adverse event detection**

AI/ML adverse event detection is enhancing existing human QA/QC processes to bring peace of mind to reporting



At Apollo Intelligence (the parent company of InCrowd, SHG and GlocalMind), we are at the forefront of applying AI and ML in market research. As a group of established, innovative companies, Apollo supports the top global pharmaceutical and healthcare brands, market research agencies and consultancies.

By working with Apollo, you will have access to...

**Two million** healthcare stakeholders worldwide

- Allied healthcare professionals
- Caregivers
- KOLs
- Physicians
- Patients

**300+** employees across 13 countries

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**Award-winning**

AI and tech-enabled life science market research and insights platform



**Apollo's mission is to accelerate health innovation to improve life.**

**Get on board with next-generation primary market research.**

See how we can bring agility to your next project.

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