IQVIA Data Variability Analytics (DVA)

The powerful IQVIA AIML solution that optimizes data integrity by detecting human-driven deviations and errors

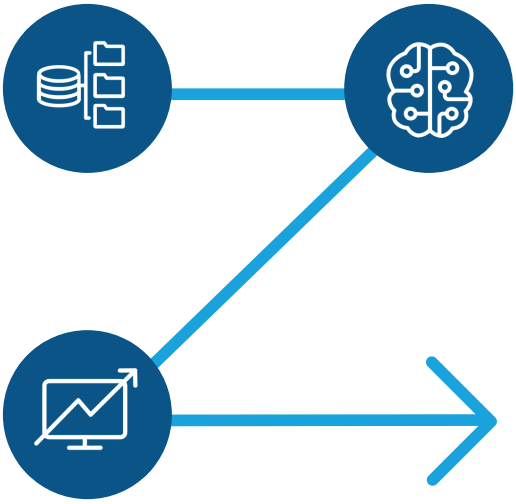
Data variability is appropriate and expected during any clinical trial. Clinical parameters such as heart rate and blood pressure, for example, typically vary between patients or within a single patient between time intervals.

But when exceptionally high or low variability occurs due to unintentional human errors or potential misconduct, data integrity is compromised—putting the success of your clinical trial at risk.

Manually reviewing data variability poses challenges, as detection is both elusive and time consuming.

Now, there's *IQVIA Data Variability Analytics* (DVA)—the state-of-the-art AIML solution that detects, analyzes, and triggers alerts to data variability—virtually in real time

Leverages the vast historical database
fueled by IQVIA's breadth of data in risk management and mitigation to determine acceptable variability limits



Leverages powerful AIML algorithms
that harness robust machine learning to seamlessly scan and process vast amounts of your trial data

Detects & analyzes suspicious variability
that would be extremely challenging—and time consuming—to detect with the human eye

Targeted end-to-end mitigation
through better-informed decisions by revealing suspicious variability—rendering the current manual review process virtually obsolete

Superior sensitivity and specificity of *IQVIA Data Variability Analytics* empowers sponsors to "see" data variability transpire in near real-time

CONSPICUOUSLY LOW VARIABILITY

Implausibly consistent data patterns showing abnormally low variation

DUPLICATIVE VITALS

Repeated vital signs that never change from visit to visit

VITAL SIGN INTERVARIABILITY

Including data copied and pasted from previous readouts

DUPLICATE PATIENT VISITS

Potentially due to sub-optimal data entry policies that ensure accuracy

'PROFESSIONAL' SUBJECTS

Potential "professional patients" evading patient identity management

By providing superior detection while easing the burden on sponsors, sites, and researchers, *IQVIA Data Variability Analytics* is gaining traction across the industry

Being used in >800 studies, helping clinical study teams better detect risk

Deployed across >10 customer portfolios

Improved algorithm execution provides results in under 3 minutes

IQVIA *Data Variability Analytics* gives sponsors a novel solution to:

- **Identify high or suspiciously low data variation due to compromised site processes**—such as duplicate patients—and then alerts your clinical operations team in near real-time to detect potential misconduct.
- **Empowers decision-making** by revealing suspicious variability for human review, providing targeted end-to-end risk mitigation for data integrity and site compliance.
- **Renders the time-consuming and cumbersome manual review process virtually obsolete**—and is equally applicable to traditional site-based studies, decentralized clinical trials (DCTs), and/or hybrid models.

IQVIA

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