

A pragmatic approach to Al in HealthTech

A focus on empowering the Quality Assurance and Regulatory Affairs (QA/RA) professional

26 Aug 2025



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Today's presenters



Mike King Senior Director. Strategy and Commercialization

Mike is the Senior Director of Strategy and Commercialization within the Technology Solutions business of IQVIA.

- Responsible for optimizing business workflow across the Regulatory, Quality and Safety Solutions.
- 20+ years leading global teams in Regulatory Affairs and Quality Assurance across a range of therapeutic areas

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Anusha Gangadhara Associate Director. **Product Owner**

Anusha is the RIM Smart Product Manager and MedTech SME.

- Responsible for product definitions built from business requirements
- Define functionality of solutions to meet Global Regulations.
- 15+ years leading global teams in Regulatory Affairs and Quality Assurance.

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Todd Neal Senior Product Manager, IT Design & Development

Todd is the Senior Product Manager for a range of end-to-end processes in IQVIA's Quality Management System solution

- Responsible for Complaint Management, Post-Market Surveillance and Supplier Management modules of
- ❖ 30+ years experience in Enterprise Software and in developing solutions for healthcare

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To what extent is AI used within your company QMS processes?

Please select the most suitable below:

- 1. No Al is used
- 2. We are considering the use of AI in some targeted QMS processes
- 3. Some of our QMS processes use AI, however we are looking to broaden its use
- 4. All is used to a large extent, within appropriate processes and where suitable for the organization.

Navigating the world of QA/RA in the era of Al enabled solutions

Mike King Senior Director, Strategy & Commercialization





Global healthcare markets are progressively challenging

Use targeted AI solutions to drive a dual focus on patient safety and commercial performance

The problem statement:

MedTech and Pharma industries strive for global market access frameworks that are:

1 Aligned to commercial and strategic objectives

Efficient, timely and repeatable

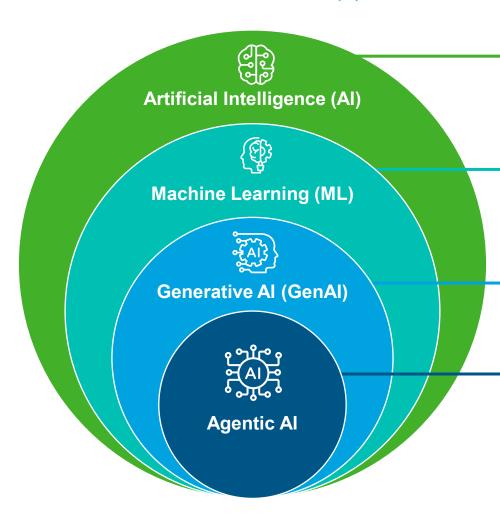
Effective in adapting to global compliance process variations





Artificial Intelligence (AI) is a broad set of complementary methods

Be aware of the risk-benefit(s) of the different types of AI that are available



Artificial Intelligence (AI) is the theory and development of computer systems able to perform characteristic of **human intelligence**, such as computer vision, speech recognition, machine learning and more. *John McCarthy, 1956*

Machine Learning (ML) is the branch of AI concerned with the development and study of statistical algorithms that can learn from data, and generalize well to make **predictions** on unseen data without explicit instructions

Generative AI is a sub-set of ML/deep-learning models that can **generate** high-quality text, images, and answers based on data they were trained on

Agentic AI refers to **autonomous** AI agents able to understand, build, and perform complex workflows and business processes with limited direct human supervision. Agents don't replace point solutions; agents can orchestrate and operate point solutions in place of human capital

Global Al regulations continue to advance

Maintain oversight of horizontal AI regulations alongside vertical healthcare regulations and standards



EU Al Act: The European Union's Al Act classifies Al applications by risk level, with stringent requirements for high-risk applications such as biometric identification and financial decisions. It emphasizes data governance, transparency, and human oversight.



Japan: Japan has introduced the Bill on the Promotion of Research, Development and Utilization of Artificial Intelligence-Related Technologies (Al Bill), which was submitted to Parliament on February 28, 2025. This bill aims to position Japan as a leader in Al innovation by adopting a lighter regulatory approach compared to other countries.



US AI Guidelines: In the United States, the National Institute of Standards and Technology (NIST) has developed the AI Risk Management Framework, which provides guidelines for managing risks associated with AI systems, particularly in critical sectors like healthcare and finance.



South Korea: Introduced the AI Basic Act, which is set to take effect in January 2026. This act consolidates 19 separate AI-related regulatory proposals into a unified framework, making it the second comprehensive AI-specific legislation in the world, following the EU's AI Act.



UK AI Regulation: The UK has adopted a pro-innovation approach, allowing individual regulatory bodies to govern AI within their domains. This includes guidelines from the Financial Conduct Authority (FCA), the Information Commissioner's Office (ICO) along with MHRA guidelines. This cross-industry approach is particularly useful as it enables best practices to be shared across industries.



China: Has implemented several Al-related regulations, focusing on data security, privacy, and ethical use of Al. The country has also published guidelines for Al development and deployment.



Navigate complexity by solutioning out from targeted use cases

Be specific and focused – a default fallback is legacy solutions and/ or personal herculean effort





Relevant

- What is my QA/RA use case(s)?
- What <u>process steps</u> are outputs are defined by regulations and standards?



Controlled

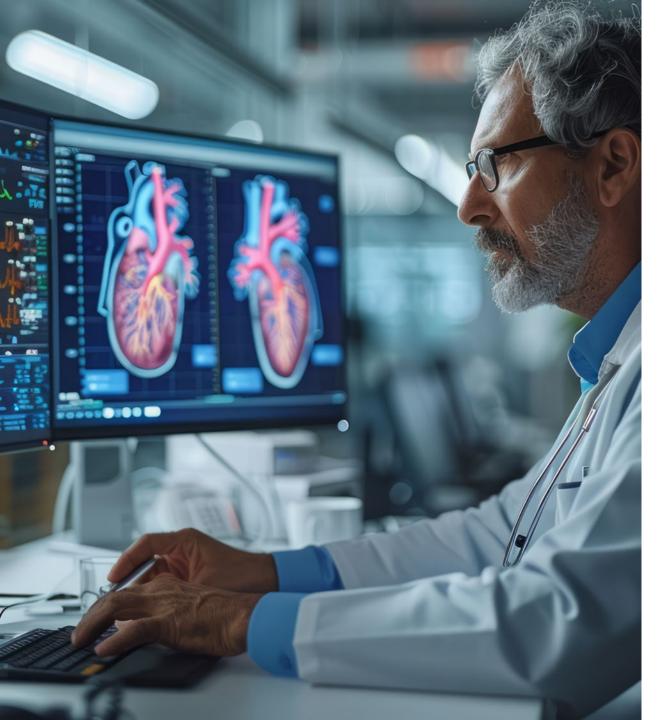
- What <u>healthcare</u>
 <u>verification & validation</u>
 requirements are
 required? (e.g. US 21
 CFR)
- What other <u>regulations</u> apply? (e.g. EU AI Act, EU GDRP, Cyber security,...)



Cost Effective

- What <u>solutions</u> are available, inclusive of AI?
- What is the <u>risk benefit /</u> value of each?
- What is the <u>cost</u> to implement and maintain?





Empowering QA/RA professionals with AI enabled solutions drives clear value

Patient Outcomes

Product Quality

Commercial Performance



Agentive AI: Transforming the role of QA/RA

Anusha Gangadhara Associate Director, Product Owner





Harvesting the full product lifecycle – to power future workflow

Traceability and precedence through strong connected data frameworks across QA/RA systems

DESIGN & DEVELOPMENT				REGISTRATION COMMERCIALIZATION								
Discovery / Ideation	Pre-cli	nical / Desi	gn Clinic	al Trials	Mkt. A	pproval		Pre-launch	Launch	Maturity	End	of Life
							—					
Product Ideation	Dev. Plan / Reg. Strat.	Patient recruitment	Clinical trials	Submission Planning	Submission Execution	Registration	Lauı planı			Digital marketing	Lifecycle Management	Adverse Events & Sa Reporting

- Which countries should be targeted first for the global launch activities, which ones next?
- What is the optimal regulatory pathway enabling me to get to market faster?
- How can I optimize my lifecycle maintenance activities to maximize re-use and reduce workload of HA submissions?
- What procedure in which country? what is the submission timeline? what is the submision format, fee?, what pre-conditions apply? What documents can be resued?
- What documents must be submitted? must the document be legalised?



Harvesting the full product lifecycle – to power future workflow

Al Insights, impact assessment and predictive analysis need to stitch the full ecosystem

COMMERCIALIZATION **DESIGN & DEVELOPMENT** REGISTRATION Discovery / Mkt. Approval **Pre-clinical / Design Clinical Trials** Pre-launch Launch **Maturity End of Life** Ideation Submission Submission Registration Launch Clinical trials Market Commercial **Product** Digital Lifecycle Dev Plan / Patient Adverse **Planning** Execution Effectiveness planning Ideation Reg. Strat. recruitment access marketing Management Events & Safety Reporting



Product Metadata

Product definition as used in the global and in-country launches



SOPs & Evidences

Proof of Safety and efficacy details through the release cycle



Submissions

In-country regulatory content assembly and agency interactions



Registrations

Market approvals, expiry, renewals and commercial availability



Commercials

Product use monitoring, customer success, market history



Post Market

Complaints, adverse event and safety reports, noncompliance and CAPA

Built and tracked on Global and in-country Standards, Regulations and Governance



Need for validated 'Dynamic Data' throughout QA/RA processes

Transformation from manual to automated intelligence

Global lists

- Change details to global documents + ISO/IEC
- · Standards to product characteristics
- Product Characteristics + ISO/IEC
- Complaint codes (IMDRF) to global documents

Country lists

- Agency (notified bodies included) & submission types
- · Language, climatic zone
- · Country to risk classification per regulation
- Submission templates 50+ countries for Medical Devices
- License validity period per country
- · Reference markets
- · PMS activities list
- Initial submission fee + timeline
- · Legal representative/sponsor requirement

IMDRF Global STED mapping

- STED-EU-FDA
- Automapping to country Templates

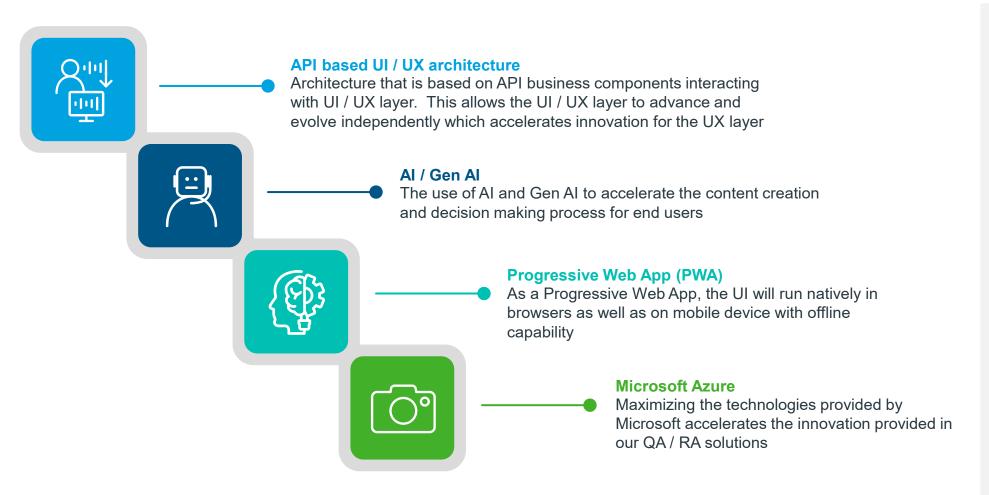
Process Examples

- Impact Assessment to identify affected
 - Products
 - Processes
 - · In-country registrations
 - · Global documents
- Global registration planning
 - · Driven by impact assessment
 - Triggered by change management, standards or regulation changes and complaints
 - Insights on reference markets and delta submission requirements for market expansion
- Drive In-country registration and submission build
 - In-country registration planning with average timelines and fee estimation
 - Insights from precedence data on agency interactions and affected areas
 - Track and plan renewals and expiry
 - Use global submission documents to drive population of regional content



Building AI features as core platform capabilities

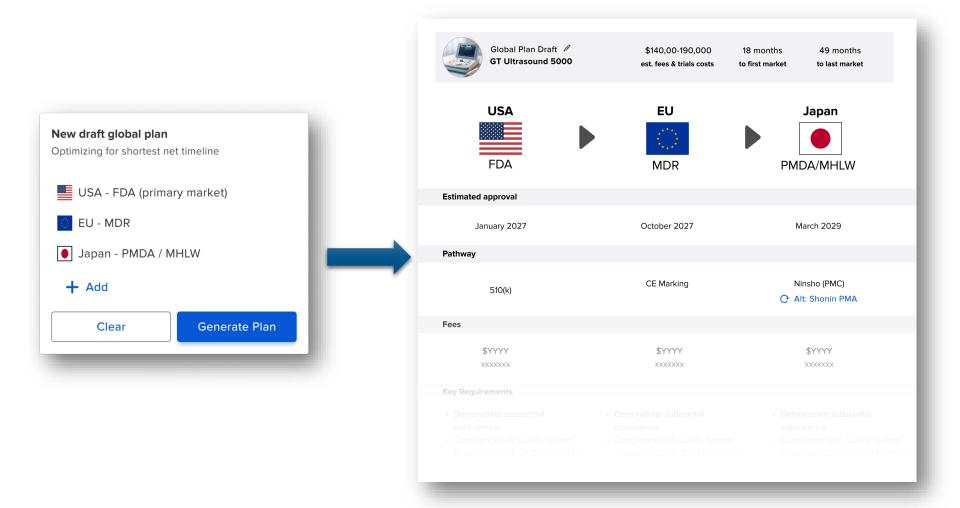
Enhancing QA/RA's focus on patient safety, product quality and commercial performance



- Gen Al prompts
- NLP (100+ languages)
- Similar event recognitions using precedence
- Intelligent summarization
- Intelligent recommendation assistant
- Decision tree-based recommendation
- Text and Image ingestion

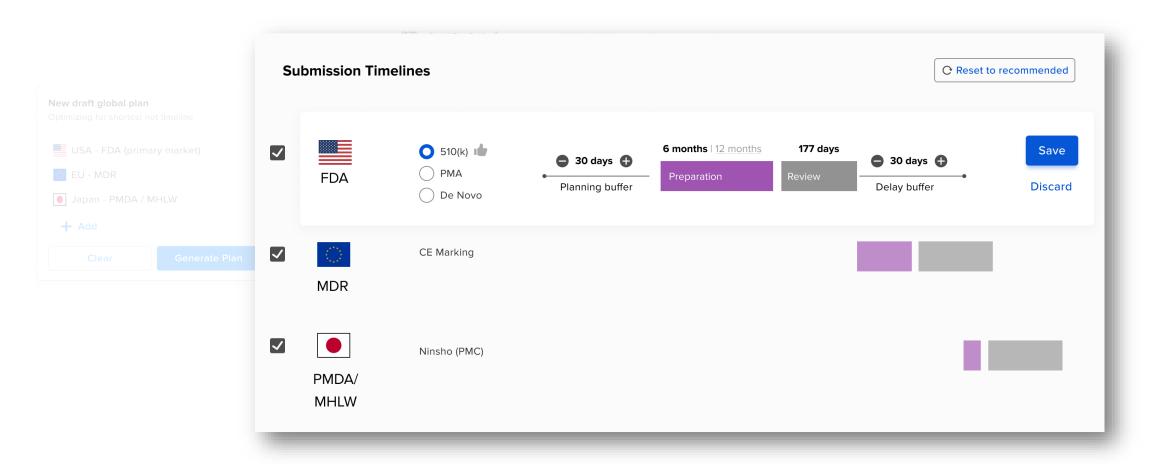
Using AI in defining and building dynamic QA/RA workflows

Define the problem statement & build the workflow using regulatory intelligence and precedence



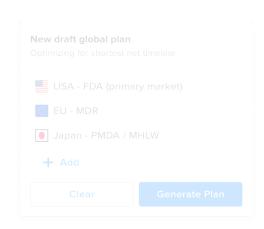
Using AI in defining and building dynamic QA/RA workflows

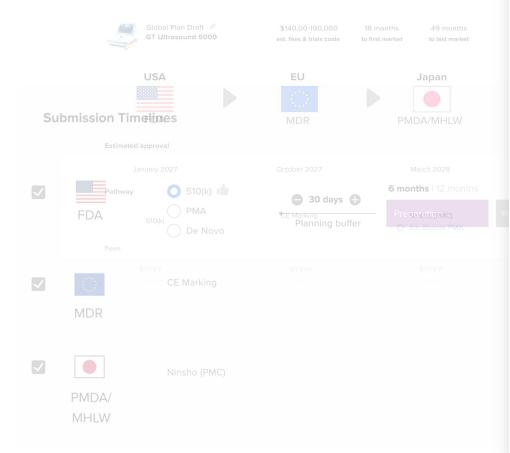
Optimize precedence and recommendations to accommodate current scenarios

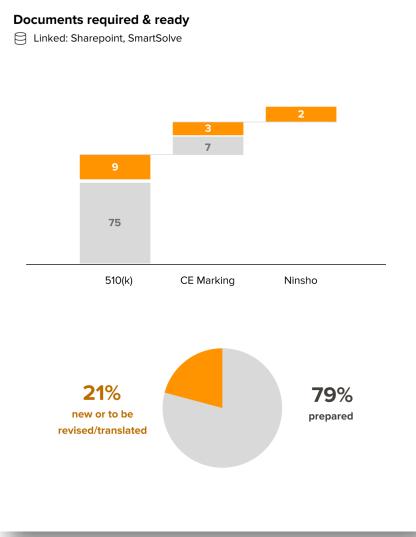


Using Al in defining and building dynamic QA/RA workflows

Insights and impact assessments to define tasks and actions



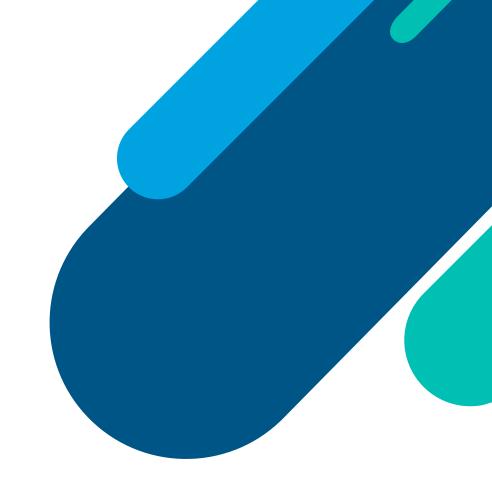




SmartSolve® eQMS Demonstration

Todd Neal Senior Product Manager, IT Design & Development





Complaint Handling

Drive improved quality, volume and consistency whilst accelerating timeliness



Case Intake

- Utilising **NLP AI** to automate case intake
- Supports a variety of data sources



Adverse Event Reports

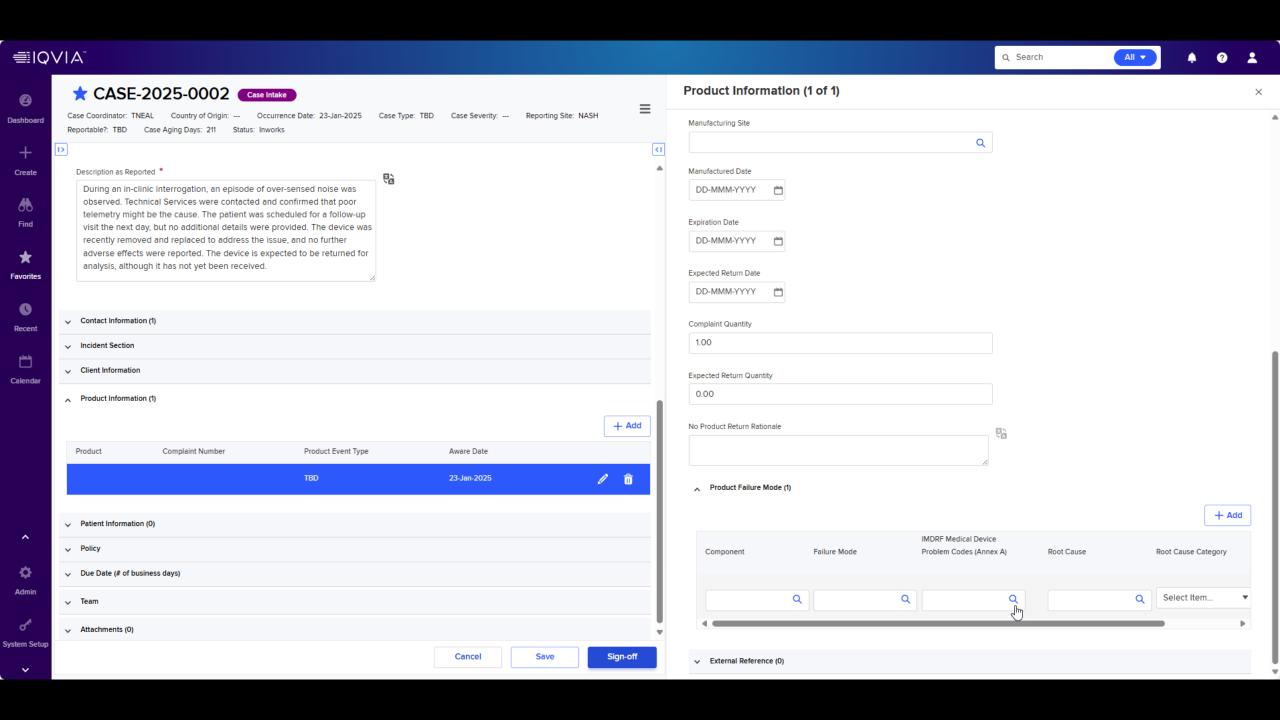
- Utilising Gen Al to improve in US MDR coding
- Trained using 5 years of US MAUDE data

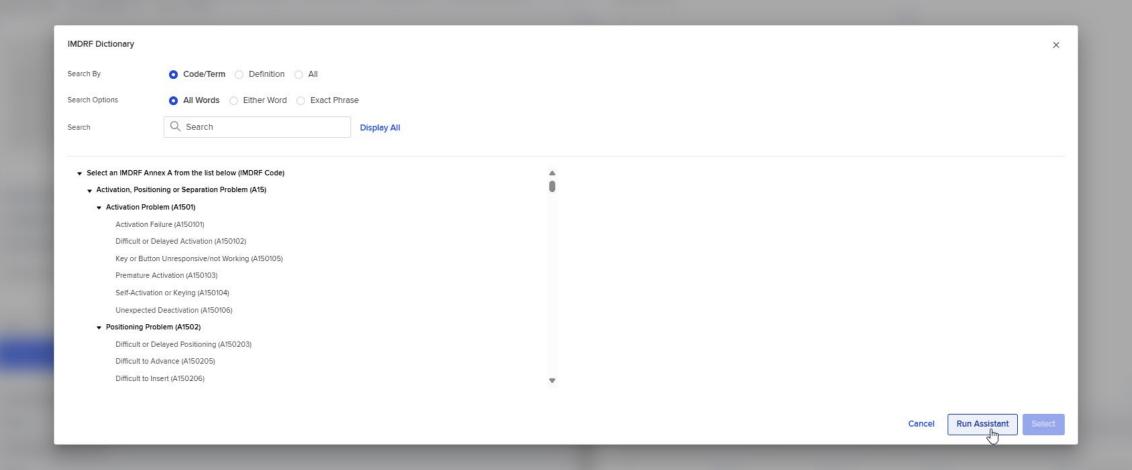


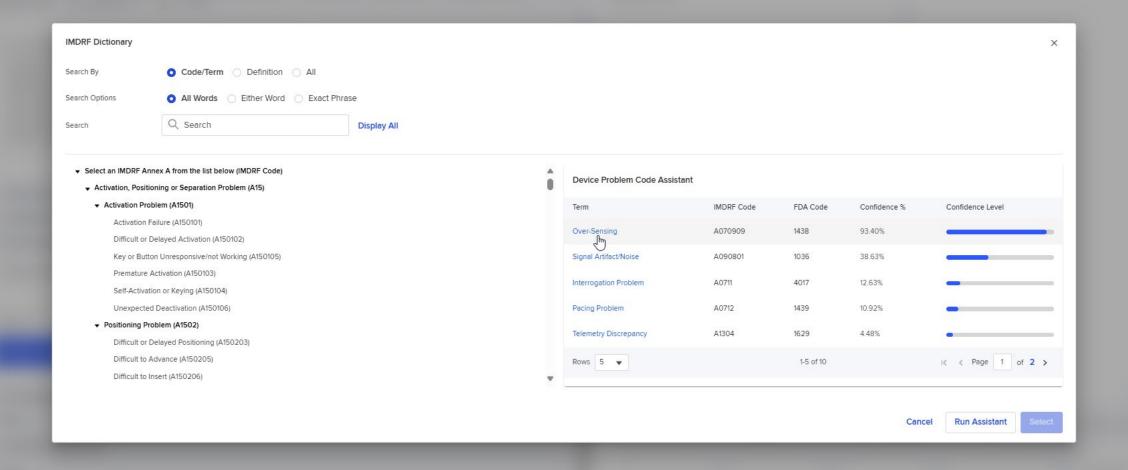
Language

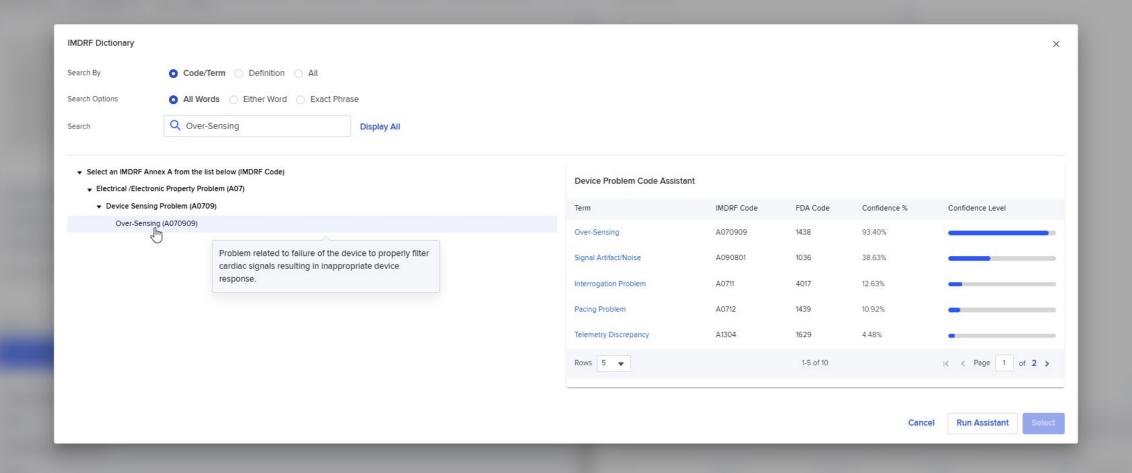
- Embedded translation capabilities
- Enter and review information in different languages

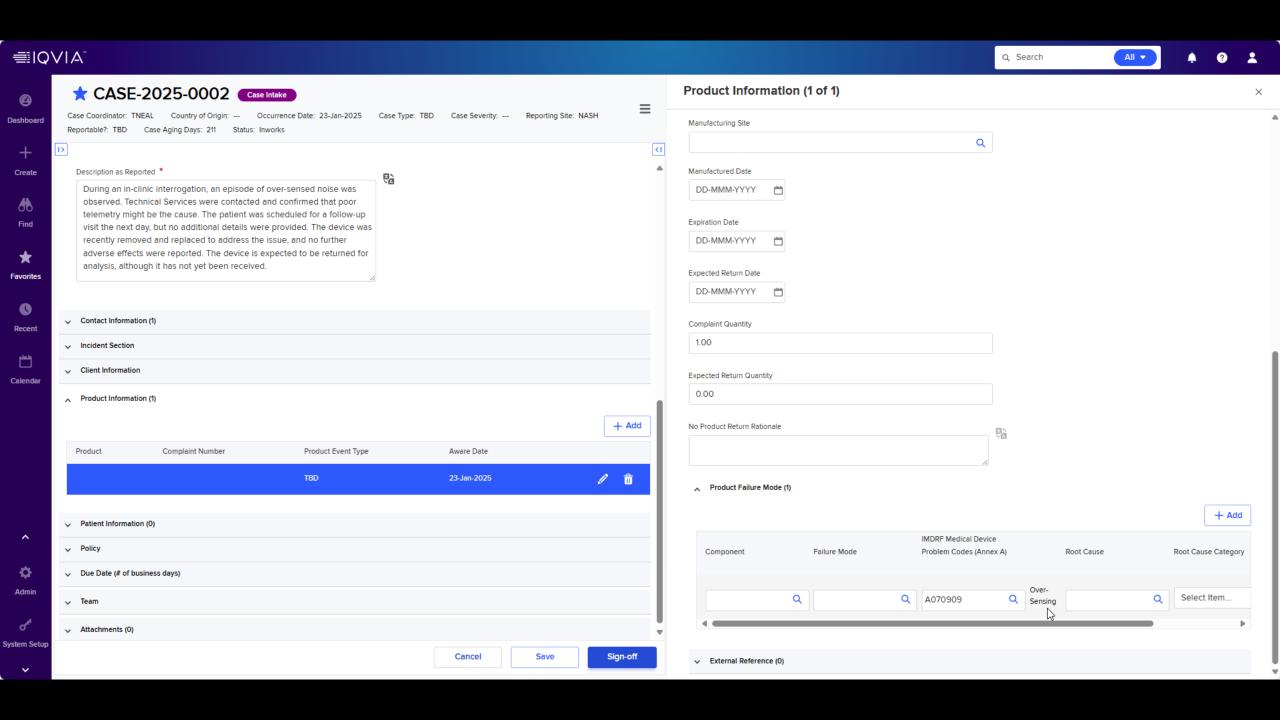


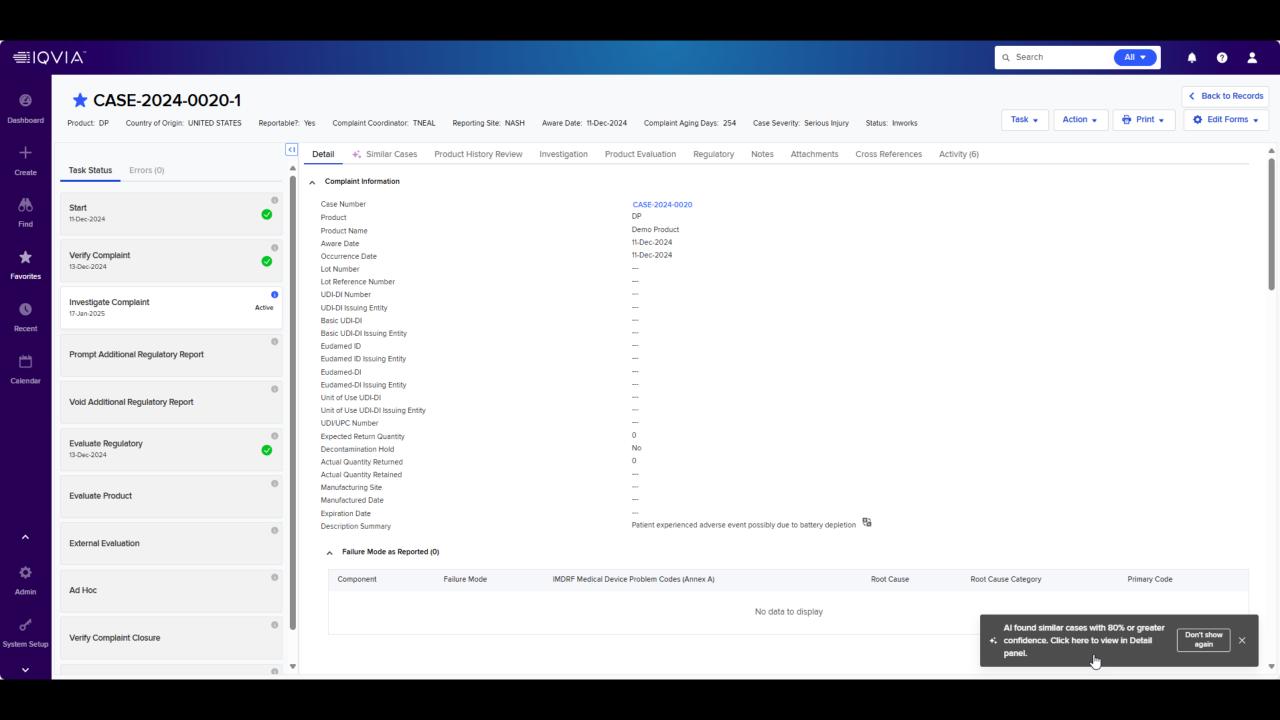


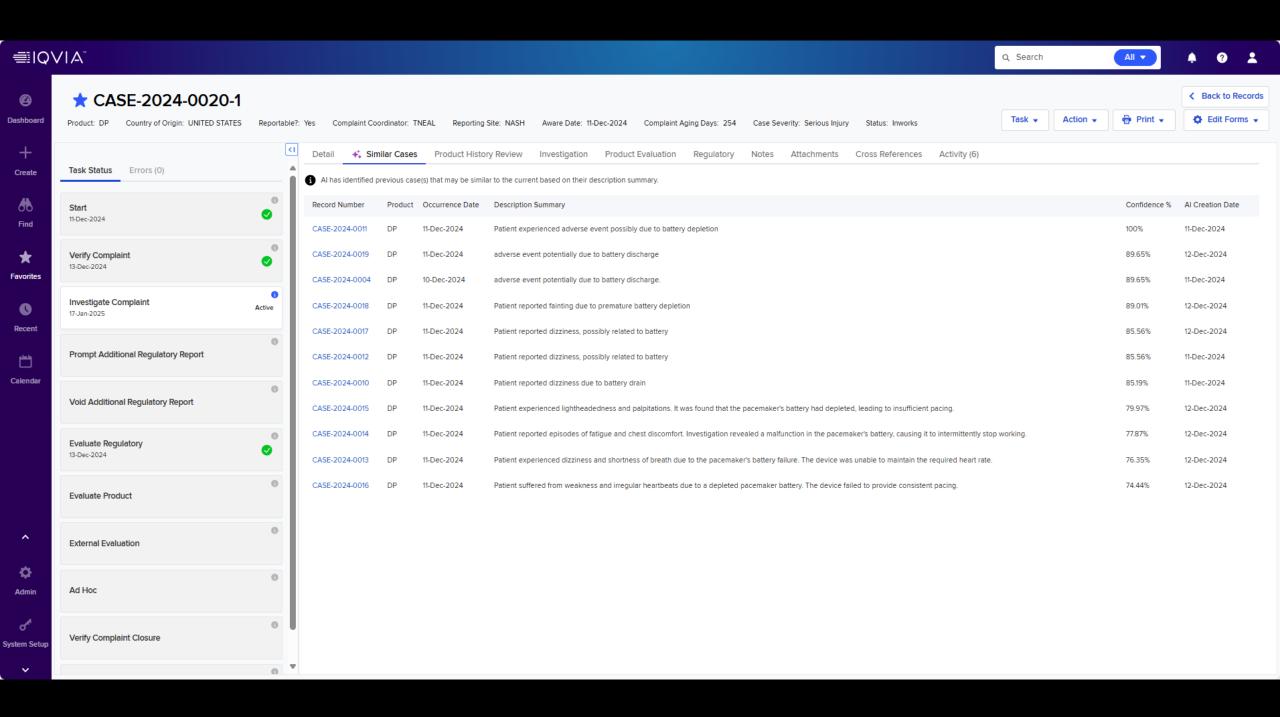


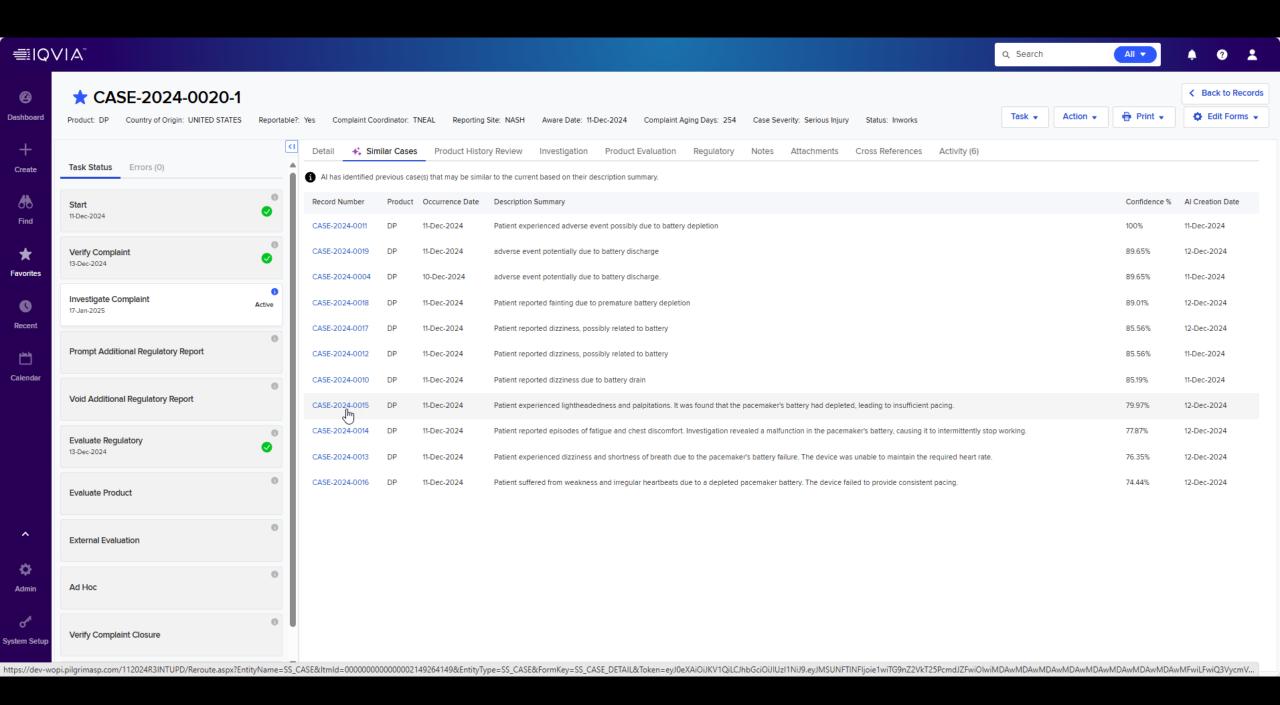


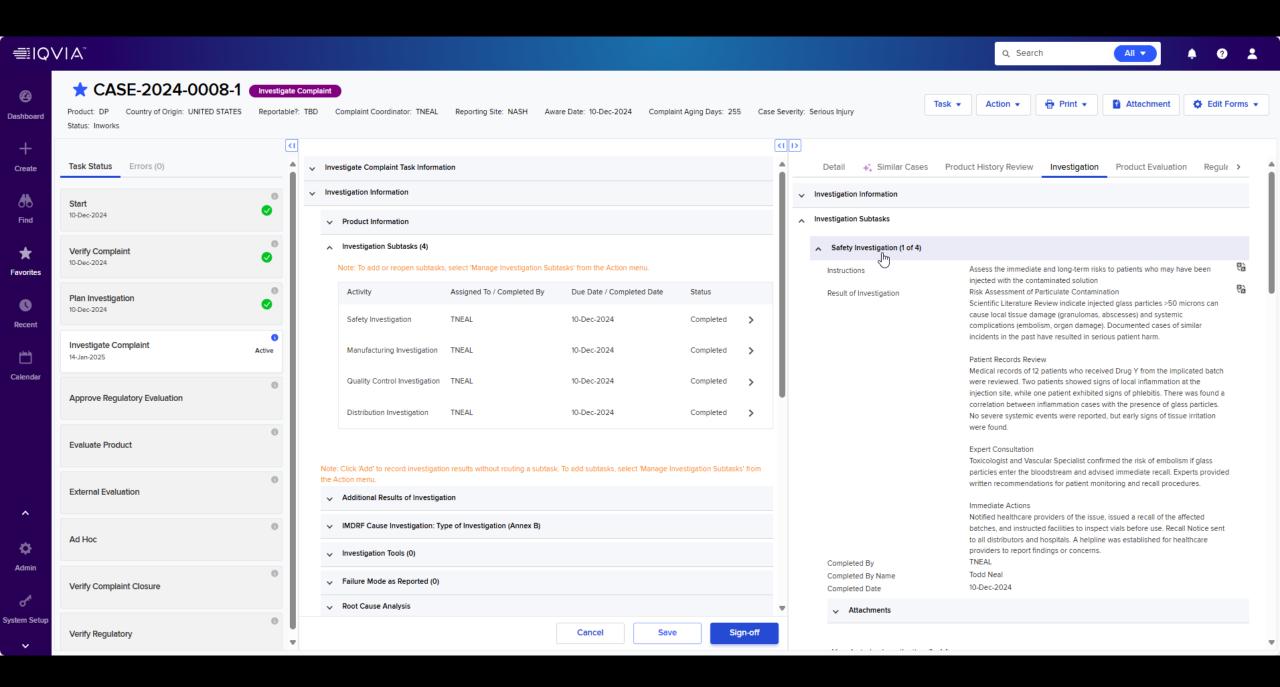


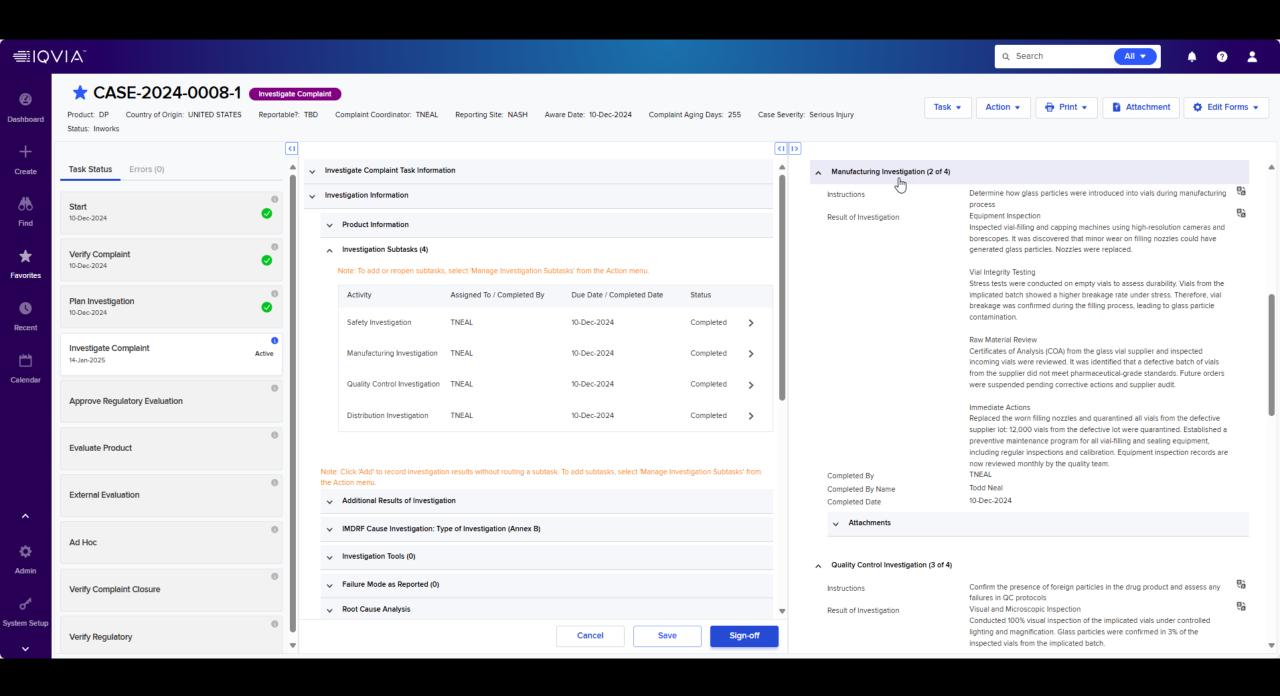


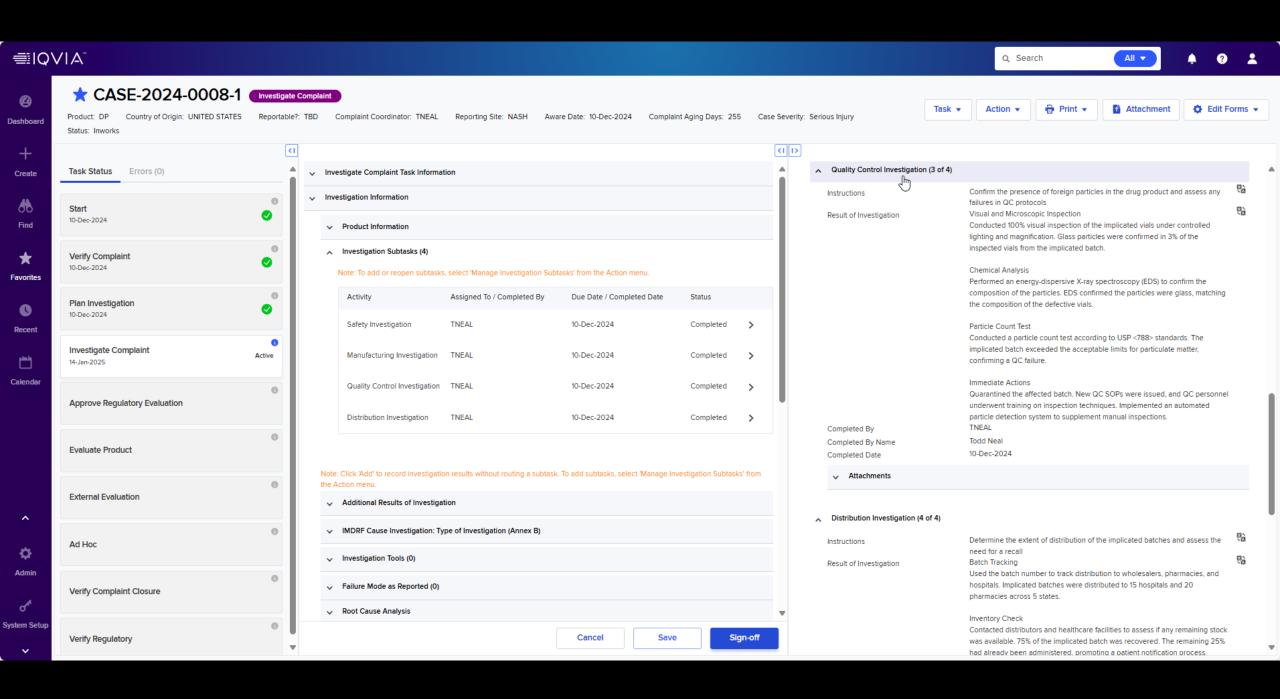


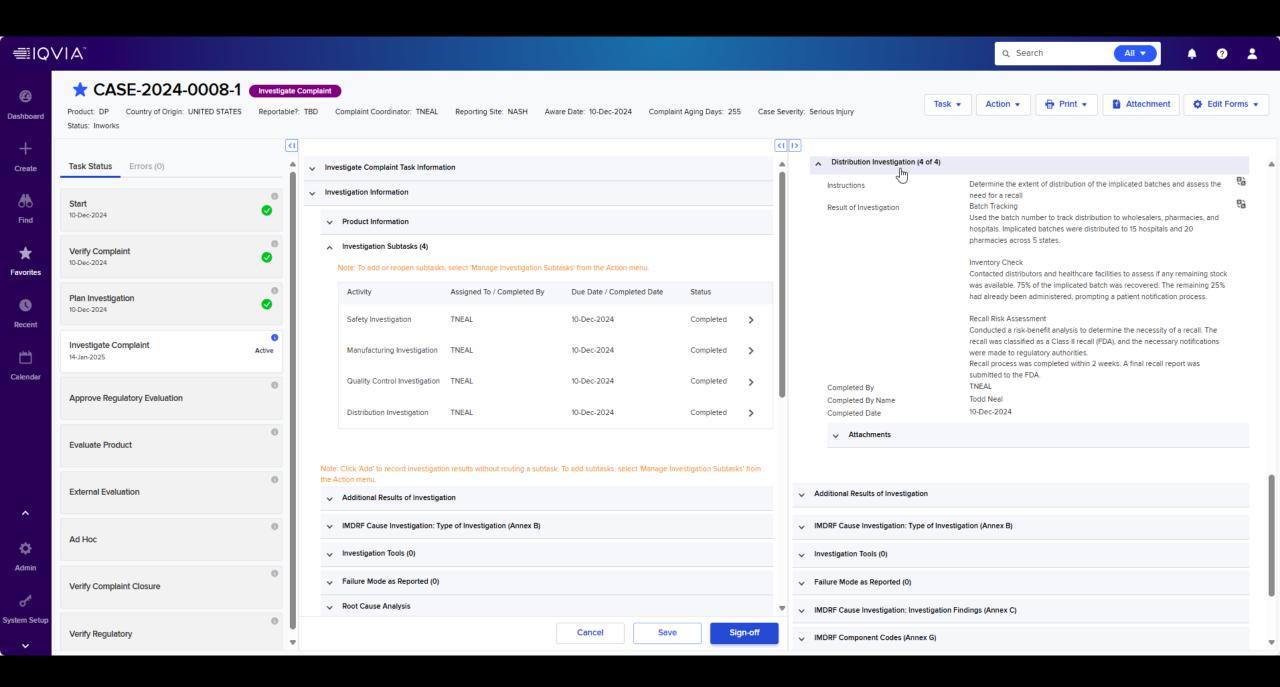


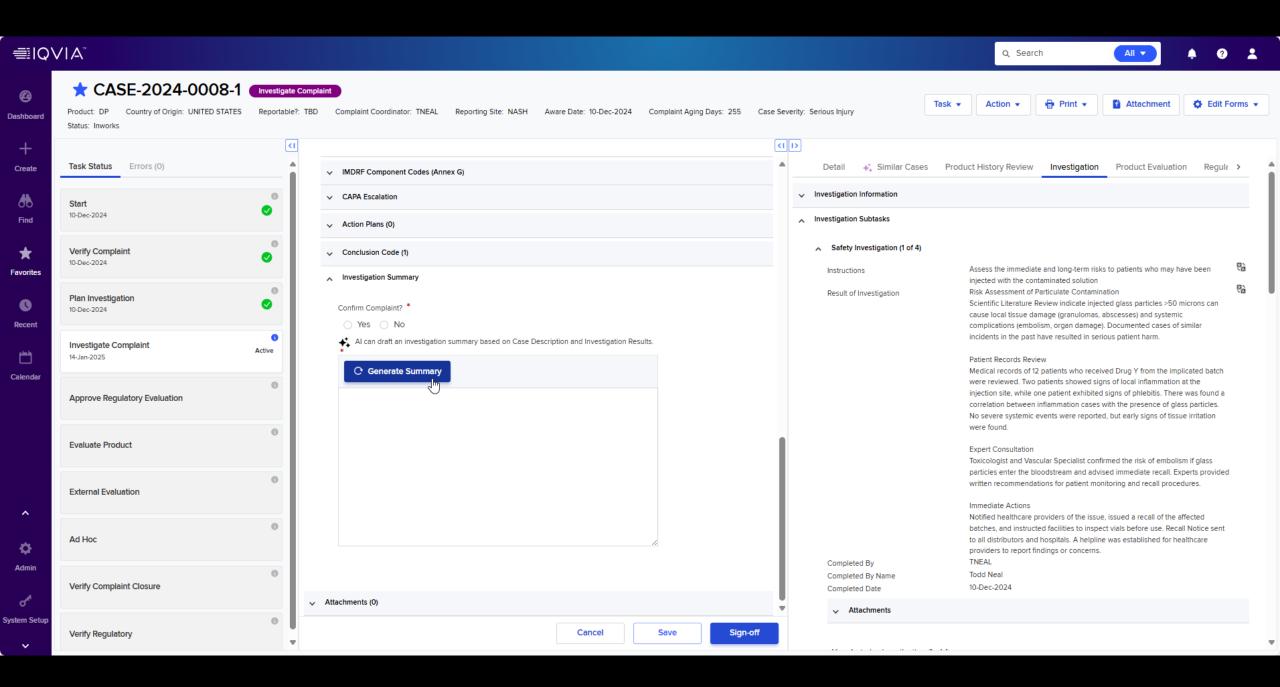


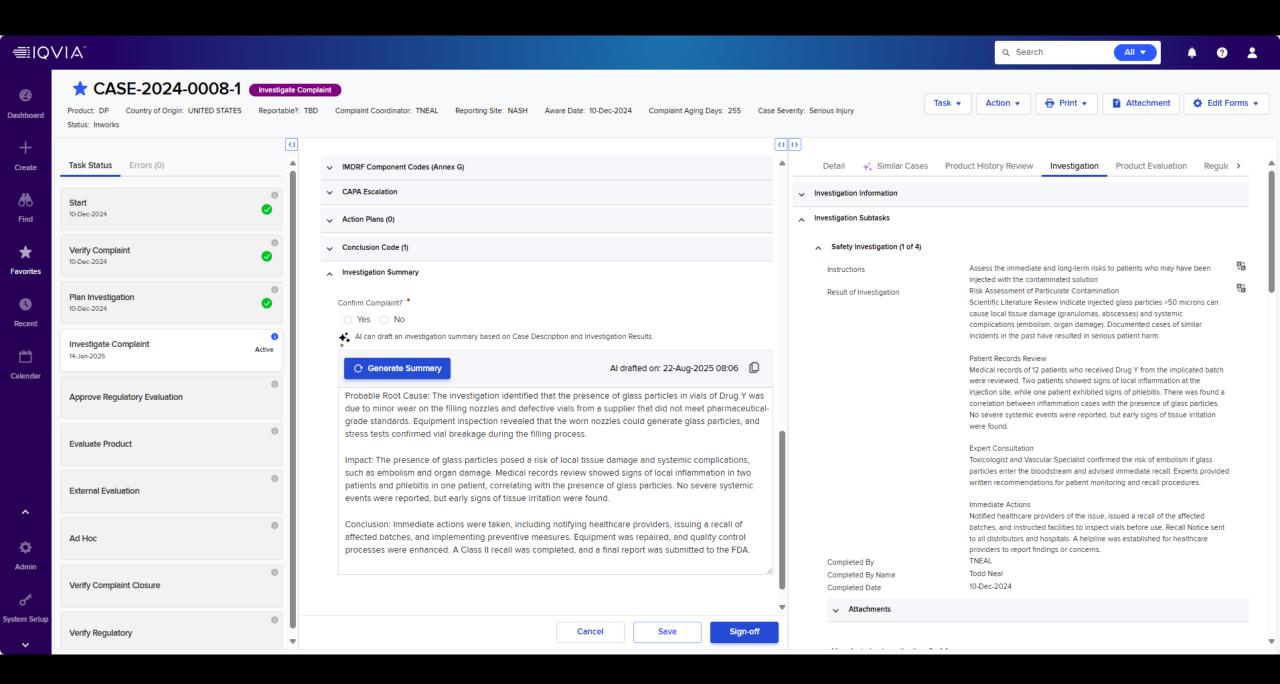


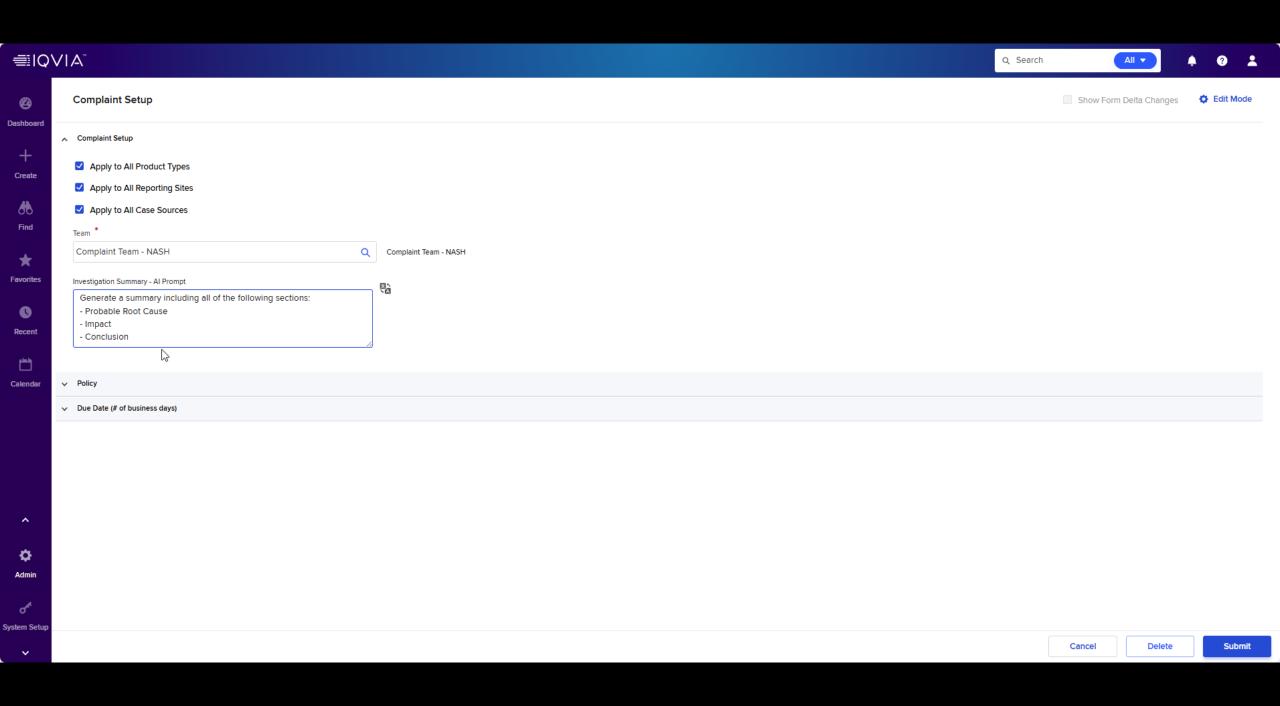














Thank you!

Please contact us for more information

