AI & Machine Learning Publications Inventory

Conferences, published articles, seminars/webinars and whitepapers featuring IQVIA experts

IQVIA

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2. Dheeraj Behl, Yanping Liu, Brian Lasky, Patrick Angelastro, Ruoxin Li. Identifying Untapped Opportunities for Brand Performance by Assessing Gaps in Ideal Patient Prescribing Situations. PMSA 2024 Annual Conference
3. Jessica Zhang, Elizabeth Wallace, Ruoxin Li, Sapna Sharma, Paige Desmarais. Prescription Re-attribution for Accurate Incentive Compensation and Field Deployment in the Immunology Market. PMSA 2024 Annual Conference.
4. Spanashis, A., Lazzarini, N., Filippoupolitis, A., Stewart, H. and Francis, S., Using Machine Learning to Explore Social Media Engagement with Medical Publications. Poster presentation at 2024 European Meeting of the International Society for Medical Publication Professionals, January 2024.
5. Dimitris Fotis Sakellariou, Prabhat Kumar, Aistis Stankevicius, Nicola Lazzarini and Avgoustinos Filippoupolitis. A Deep Learning Factory for Sequential Claims Data. Poster presentation at 2023 PMSA Annual Conference, May 2023.
6. Tong Wu, Doug Hudson, Yunlong Wang, Steve Eichert, and Yong Cai, An Automated KOL Analytic Engine Powered by Large Language Models and Graph Machine Learning to Enrich HCP Profiles with Scientific Data, PMSA 2024 Annual Conference.
7. Byeongchan Jeong, Tong Wu, Anh Tuan Nguyen, Jian Xu, Jonathan Cheng, Edward Keefer and Zhi Yang, Compression-based Feature Reduction for Upper Limb Motor Decoding from Peripheral Neural Signal, IEEE International Conference on Wearable and Implantable Body Sensor Networks, Oct. 2024.

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8. Ruoxin Li, Karl Svensson, Paige Desmarais, Rowan D'Annibale, Lihua Tan. Finding Hidden Referrers for Infusion Products by Leveraging Machine Learning. Journal of the Pharmaceutical Management Science Association, 2024

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26. Ruoxin Li, Karl Svensson, Lihua Tan, Rowan D'Annibale, Paige Desmarais, **Finding Hidden Referrers for Infusion Products by Leveraging Machine Learning**, Podium Presentation at PMSA 2023 Annual Conference

27. Ruoxin Li, Yujie Sun, Yunlong Wang**, Identifying Lookalike Healthcare Providers by Looking – Using Computer Vision Techniques to Find Next Best Targets,** Poster Presentation at PMSA 2023 Annual Conference

28. Tong Wu, Mateusz Buda, Mukesh Mithrakumar, Yunlong Wang, Srikanth Sankaran Iyer, Tanveer Ahmed Nasir**, "Leveraging Language Model for Next Best Action in Promotion Campaigns to Augment HCP Engagement",** 2023 PMSA Annual Conference, May 2023

29. Mack C, Sun J, Wang Z, Gao C, Rough K, Glass L. **Machine Learning and Artificial Intelligence for Clinical Trial Optimization: A Review of Opportunities to Leverage Real World Data [abstract].** In: ISPOR 2023; 2023 May 7-10; Boston, MA, USA.

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32. Hui Jin, **Rare Disease Detection Solution Empowered by AI/ML**, The 12th China Rare Disease Summit

33. Anna Teschemaker,1 Shweta Hakre, et al. 1Global Medical Affairs, AstraZeneca Pharmaceuticals, Gaithersburg, MD, USA; 2US Medical Affairs, AstraZeneca Pharmaceuticals, Gaithersburg, MD, USA; 3IQVIA, Durham, NC, USA. **Real-World Duration of Venetoclax Treatment for Chronic Lymphocytic Leukemia and Small Lymphocytic Lymphoma.**

34. Hui Jin, **ChatGPT empowered Hemophilia Nuring**, 2023 WFH-HTCCNC

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38. Wenli Sun, Yong Cai, **A Dynamic Panel Binary Data Model for Personalized Patient Engagement Prediction International Society for Pharmacoeconomics and Outcomes Research (ISPOR),** May 2023

39. Wenzhe Lu, Rory Martin, **Benchmarking the Impact of IDNs on Brand Utilization by Therapeutic Areas**, 2023 PMSA Annual Conference, May 2023.

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41. Hui Jin, Yue Wang, Siyi Yu, Chuchu Liu, Daozhou Yao, Suge Wang, COVID-19 **Tracking for VOC, drug, and vaccine.**

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94. Guanhao Wei, Marc Romano, Li Zhou, Lynn Lu, Yunlong Wang. **Innovative Dynamic Graph Network based Deep Learning Algorithms to Enhance Rare Disease Detection and Patient Feature Interaction Analysis.** 2022 PMSA Annual Conference, May 2022

95. Yong Cai, Wei Huang, Wenzhe Lu, Ruoxin Li, and Yanping Liu. **Benchmarking Performance of Various Promotional Channels by Brand, Lifecycle, and COVID, 2022 PMSA Annual Conference, May 2022**

96. Tong Wu, Yunlong Wang, Yoder Shawn, Yingli Yuan, **Multi-Indication Analytics from Longitudinal Prescription Data using Bayesian Two-Step Ensemble Model**, 2022 PMSA Annual Conference, May 2022

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102. Ruoxin Li, Robert Kelly, Lihua Tan, **Deciphering Standing Orders - Attributing Prescriptions to Influencers via Machine Learning**, 2022 PMSA Annual Conference, May 2022

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110. Lucas Glass. **Using Real-World data and AI/ML for Clinical Trial Site Matching to Simultaneously Improve Enrollment Rate and Diversity**. DIA Global Annual Meeting (2022).

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