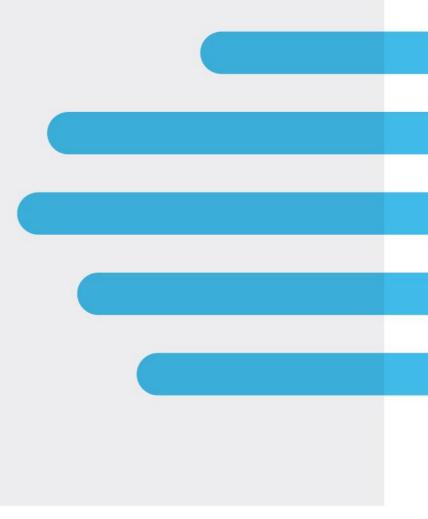


# AI & Machine Learning Publications Inventory

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







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# 2024

#### Conferences

- 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
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- 4. Tim Weckwerth, Steve Eichert, Yanping Liu, Wenzhe Lu, Yong Cai, Getting Ahead of the Game: Identify the Future Rising Star Clinical Thought Leaders Before Anyone Else, 2023 PMSA Annual Conference, May2023
- 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
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- 8. 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.
- 9. 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.
- 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.
- 11. 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



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- 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
- 53. 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
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