

White Paper

Beyond Transparency: AI, Compliance, and Strategic Insights

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Table of contents

Introduction	1
Five key takeaways	1
Transparency challenges, barriers, and opportunities	2
Today's reporting challenge	2
About IQVIA Transparency Reporting	3
The role of AI	3
Agentic AI use cases within a compliance and risk management program	3
AI accountability, guardrails, and human intervention	4
How to embed AI into a transparency program	4
Seeking best-in-class compliance and transparency	5
The future of transparency reporting	7
The new remit of transparency reporting	7
Conclusion	8
About IQVIA	8
About the authors	9

Introduction

Global transparency reporting and compliance is as complex as it is necessary. There exists an array of legal and ethical requirements for companies to disclose financial and non-financial interactions with healthcare professionals, healthcare organizations, patient organizations, patients, and government bodies. Examples include the UK's ABPI Disclosure Code, the "French Sunshine Act" (also known as Loi Bertrand), and the United States Physician Payments Sunshine Act. This is to say nothing of the similar regulatory regimes emerging in the Middle East, Asia-Pacific, and Latin America. Each is different in its details, but all seek to eliminate conflicts of interest and increase public trust.

For transparency professionals, complexity is an everyday challenge. It requires that they keep up with current trends and best practice. And, increasingly, it implies an appreciation of artificial intelligence (AI) — how AI might transform compliance and risk management, and how Agentic AI can streamline workflows, enhance data integrity, and empower proactive decision making.

With greater knowledge of what's possible and an understanding of the role new technologies and techniques can play, those with responsibility for compliance can move beyond transparency as we think of it today.

The insights and expertise shared on the following pages are drawn from an IQVIA LinkedIn Live webinar, Beyond Transparency: AI, Compliance, and Strategic Insights, which took place in January 2026. The expertise comes from three of IQVIA's thought leaders: Johan Holm, Principal, Global Analytics and Transparency; Ronan Daly, Director of Product Management, IQVIA Transparency Reporting; and Angela Schwartz, Senior Principal, Commercial Compliance Consulting. Their thoughts and analysis of market, customer, and technology trends are reflected here.

Five key takeaways

- 1 Transparency teams will continue to be asked to do more with less.** Those that can deliver with speed, accuracy, and creativity will thrive.
- 2 AI is an operational force multiplier.** By augmenting existing expertise and taking on the burden of repetitive tasks, it can elevate the capabilities of existing teams.
- 3 Regardless of technologies and tools, it all comes back to the quality and consistency of data.** AI is not magic dust that gets sprinkled on problems and produces answers. It's dependent on good data.
- 4 When applying AI to transparency reporting, revisit foundational principles.** These include trust, compliance, and governance. Remember, you'll need to identify the source of outputs and defend decision making.
- 5 Transparency reporting teams are perfectly placed to prosper** in any future organization because they can offer adaptability, proven data discipline, and deep institutional knowledge — perfect characteristics for an expanded remit.

For transparency professionals, complexity is an everyday challenge. It requires that they keep up with current trends and best practice. And, increasingly, it implies an appreciation of artificial intelligence.

Transparency challenges, barriers, and opportunities

Doing more with less

Today's reporting challenges are embodied in regulatory fragmentation. The rules and directives that span the globe may share the same broad objectives but they diverge — often appreciably — in their detail. Each entails different reportable recipients, consent requirements, data fields, thresholds, and publication timelines. Often the obligations overlap; occasionally they contradict one another.

Yet the barriers to effective delivery extend beyond the regulations themselves. Often barriers exist closer to home. These include a lack of quality data, inconsistencies from one data source to another, exacting privacy and data protection requirements, siloed systems that stymie collaboration, multiple tools that complicate execution, and ageing legacy systems that slow delivery. All have a material operational impact and for most organizations they exist alongside resource and time constraints.





To put it another way, regulatory scope and associated barriers continue to grow without an equivalent increase in budget and headcount. Undoubtedly, this is an onerous challenge but within it lies an opportunity for transparency professionals to extend their influence and to harness new technologies. For example, as the process of transparency reporting becomes more analytics-focused, so organizations can identify ways to make expanded data sets more accessible to the teams that manipulate them and more useful to the wider, global business. In doing so, the power and influence of the transparency function will grow.

Johan Holm: What we are observing is that successful transparency organizations are not focusing necessarily on the burden, although that burden is real. Instead, they are making the case for transparency to become more foundational and more of a value add in providing insights for internal stakeholders.

Angela Schwartz: As things become more complex, our clients really need to think about what the framework looks like for their overall transparency program. Clients are asking, are they collecting the right data? Are they getting it in the right format that is going to be applicable across all the requirements? They are reviewing their overall processes and asking, are there ways to improve the process that they have in place to make it more efficient and more streamlined? And they are taking a look at roles and responsibilities, and asking, is there an opportunity to bring AI into a transparency program, or maybe outsource some of those more administrative tasks?

Ronan Daly: We know that organizations are dealing with more regulations, more countries, more complexity. They're doing that with shrinking or flat budgets in their transparency programs. For these resource-constrained teams, there's an opportunity to harness our best-in-class transparency reporting offering. It is designed to take the load off of these teams, helping them build faster, more consistent and efficient workflows, which, in turn, will drive better data quality, leading to more accurate and complete reporting.

Figure 1: Today's reporting challenge

-  Tracking globally dispersed regulations.
-  Meeting evolving transparency disclosure requirements.
-  Providing real-time monitoring.
-  Managing resource- and time-constrained teams.
-  Dealing with siloed systems.
-  Handling multiple tools.
-  Relying on ageing, legacy systems.

About IQVIA Transparency Reporting

Say goodbye to siloed systems and multiple tools and embrace our all-in-one, global, cloud-based SaaS solution. Transparency Reporting can ingest data from any upstream source with configurable rules that meet your unique requirements, while also improving data validation and mitigating risk by simplifying HCP and HCO spend reporting. The platform allows for automated data remediation, aiding in the resolution of data inconsistencies and includes a built-in analytics engine so you can analyze your data to improve your business. With our team of legal experts, you can be rest assured that all transparency laws and codes around the world are monitored and maintained to ensure regulatory compliance.

The role of AI

An operational force multiplier

AI — generative AI (GenAI) and Agentic AI, in particular — may not be a silver bullet for transparency professionals. Nevertheless, AI does have the capacity to impact operational delivery in significant ways. It can deliver greater speed and accuracy, while assuming control of tasks that have proven an administrative burden or have thus far proved insurmountable. If, as suggested in the previous section, transparency teams are being asked to do more with less, then AI might be the perfect tool for these constrained times.

Agentic AI — conversational chatbots built on large language models (LLMs) and capable of reasoning, planning, and multiple actions often in conjunction with other agents — can play an essential role in reducing the operational burden. Among other things, Agentic AI has the capability to automatically monitor regulatory

“It’s simply not acceptable to wait weeks and months to get to the answer anymore.”

— Johan Holm

changes, analyze and assess the impact of those changes, and bring transparency to workstreams including data collection, validation, and reporting. It can also adapt and process controls earlier in the reporting cycle.

Meanwhile, GenAI is likely to help transparency teams oversee a widening role for analytics. As a tool, GenAI is perfectly positioned to manage larger, more complex data sets, and — together with Agentic AI — it will usher in a more conversational era of analytics, democratizing accessibility and expanding availability. And by assuming control of administrative tasks, teams can dedicate more time to strategic thinking and execution.

Figure 2: Agentic AI use cases within a compliance and risk management program



Suggest and integrate business rules to validate and enrich.



Apply data corrections automatically based on patterns.



Identify anomalies and outliers with precision and additional context.



Validate ToVs for compliance reporting, accurately and at scale.

Holm: The days of long wait times to develop and deploy insights that address every possible need across stakeholders are at an end. It’s simply not acceptable to wait weeks and months to get to the answer anymore. The expectation — certainly if we consider our consumer-driven habits around ChatGPT or Gemini — is for the same to be the case in the professional settings.

AI is an opportunity to take existing teams and elevate their capabilities. AI doesn’t have to be viewed as a sword that’s going to make significant cuts to an organization. If we approach it in the right way, AI can be an enabler and a force multiplier in terms of governance and expectations.

Daly: We see Agentic AI as a strategic enabler, not just another tool. It is more than automation. It is intelligent orchestration devoted to some of the more complex, multi-step workflows that are inherently part of transparency. Of course, it's paramount that humans have oversight and accountability for what those agents are doing. When we talk about the human in the loop model, we're saying, "Let AI do the heavy lifting, handling high-volume, repetitive tasks but we definitely want humans to be able to intervene, review, and validate."

AI accountability, guardrails, and human intervention

Despite or — more pertinently — because of the potential power of AI, human expertise should be inserted into every process. This should happen not just at the outset of AI adoption but on a regular and ongoing basis. To this end, Agentic AI does not replace judgment — it amplifies it. By handling repetitive, rule-based tasks and surfacing actionable insights, it frees compliance teams to focus on strategy, governance, and stakeholder engagement.

When exploring AI, no organization can overlook the need for governance, the necessity for people to gauge the suitability of inputs, monitor outputs, and identify insights. AI is not a replacement technology. It is an augmentation of the expertise that already resides within a transparency program. It enables professionals to focus on strategic initiatives without the extended burden of administrative processes.

Schwartz: From a best-practice standpoint, make sure you establish governance from the outset. It's important to establish the who — who's going to be responsible for validating your AI program and for examining and acting on the outputs? Then establish the what — what are you going to be looking at? What does your program look like? Finally, establish the when — when are you going to do the checks? I would suggest you want to do those checks early on so you can learn from them in order to improve and enhance your program.

"From a best-practice standpoint, make sure you establish governance from the outset. It's important to establish the who, the what, and the when."

— Angela Schwartz

How to embed AI into a transparency program

When applying AI to an existing transparency reporting process or system, it pays to revisit first principles. Consider the foundational capabilities of any established program. These include trust, compliance, and governance. Make sure there are responsible AI usage standards in place and that the way AI models operate is clearly defined, and that it is regularly monitored and auditable. Ultimately, an organization will need to defend and explain the source of its outputs and its decision-making processes.

Beyond the foundations, organizations will need to put in place scalable infrastructure, essential when seeking to apply AI to workflows, data collection, and data validation at scale. Ideally, any sizeable operation should be underscored by standardized, digitized processes to reduce data inconsistencies and control who has access to it. To that end, a final consideration is enterprise-grade security. Putting the right controls in place to protect data privacy is a must. AI models should be hosted in a safe, enclosed, and privately hosted environment where only approved users have direct access.





Seeking best-in-class compliance and transparency

Data, data everywhere

In the lead up to IQVIA’s Beyond Transparency webinar, we asked practitioners two questions. The first sought to characterize a global compliance and transparency program. We asked: what do you think best defines a best-in-class global compliance and transparency program? Of the options presented, respondents favored two: predictive key risk alerts (38%) and rapid regulatory adoption (31%). Less popular — but undoubtedly significant — were AI compliance checks and real-time dashboards (both 15%).

The second question: which element is most critical for effective predictive risk alerts in your organization? produced a more definitive result. Two thirds (67%) of respondents cited data quality as the most significant component. Key risk indicators was the top answer among 22% of poll respondents, while just over one-in-ten (11%) thought actionable results are most critical for effective predictive key risk alerts.

Figure 3: What do you think best defines a best-in-class global compliance and transparency program?

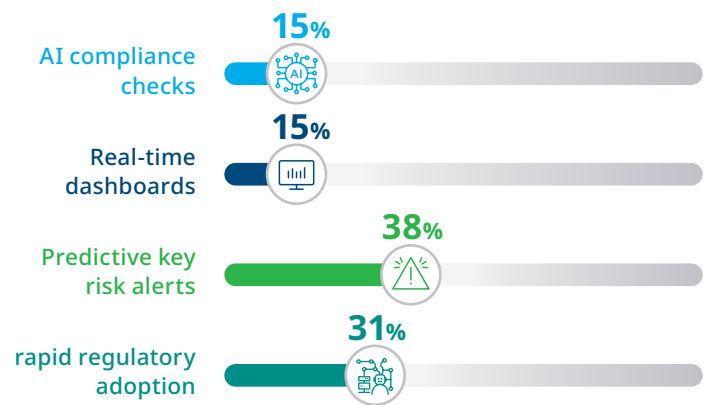
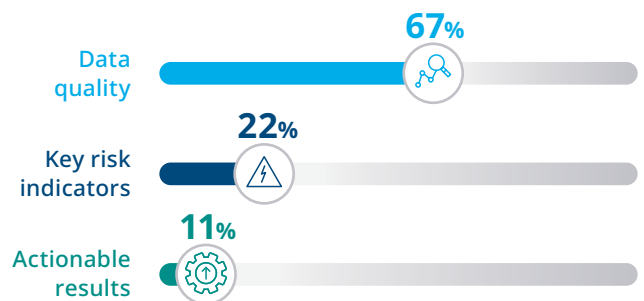


Figure 4: Which element is most critical for effective predictive risk alerts in your organization?



Responding to these results, IQVIA's Ronan Daly and Johan Holm said they were unsurprised that data quality featured so highly. Transparency professionals, more than most, understand the impact of good data.

Daly: Data quality is the foundation for generating complete and accurate reports. We know that these reports are going out in the public domain, so they need to be accurate to protect the reputation of the company and to maintain good relationships with opinion leaders and other organizations with which a company is interacting.

Agentic AI can play a role here in enhancing data quality and acting as a continuum of what's gone before. We can use Agentic AI to generate business rules and increase the quality of the data that's coming in. And, as we become more comfortable with it, we can look at patterns to even make suggestions or corrections around the data.

Ultimately, this will reduce the burden on already constrained transparency programs. It will free people up to undertake more strategic initiatives.

One of the key challenges in transparency is the remediation of data, going from a very wide net and funnelling that down to what is actually going to be reportable. Agentic AI can provide auto-remediation capabilities, linking a customer record or a recipient where no identifier exists based on previous patterns and execution. Checks will still be required over time

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— Ronan Daly

but if an organization can move from 1.5 dedicated full-time employees (FTE) to address that problem to 0.75 or even 0.5 FTE, that's significant savings in terms of operating budgets.

Holm: It's not a surprise that transparency professionals think quality is the key. It's always been about data quality and transparency. Effective AI solutions — and in particular predictive models — are only as good as the data that's driving the model. As we've seen, even before the advent of AI, with any predictive regression type of model you're going to get misleading results or, in AI terms, hallucinations.

AI is not magic dust that gets sprinkled and produces answers. It's based on structured data and unstructured sources that have some sort of structure built around them. Transparency professionals, more than most, appreciate what good data quality does for outputs.



The future of transparency reporting

An expanded remit

Despite operating under tight time and resource constraints, transparency teams have much to offer the rest of the organization. They possess proven agility and adaptability, retain deep wells of institutional knowledge, and demonstrate strong data discipline. As such, they are capable of reinvention, perhaps by merging with other disciplines or by establishing a center of excellence. Either way, an expanded remit awaits.

The convergence of transparency and analytics capabilities is an opportunity to create a strategic enabler for the business. Think, for example, of transparency teams supporting efforts to facilitate a more data-driven approach to risk-based monitoring. This embryonic responsibility has its roots in the evolution of transparency capabilities that have been built on the years of experience seeking to understand the needs of the business. The result? Transparency teams are innately wired to collect relevant data and make it fit for purpose.

It's unsurprising, therefore, to see standalone transparency divisions become part of a transparency and monitoring unit or a transparency and analytics function. The integration of functional disciplines is likely to become more common in the coming years.

Holm: Few internal functions have a track record quite like transparency for building partnerships, understanding the business, and executing evolving requirements. That's been a hard-earned reputation. In our experience, no one's ever disappointed in partnering with such a capable function, one that has a track record like transparency.

Schwartz: There's a real opportunity for transparency teams to expand their remit. There's been a reduction in headcount and a reduction in budget but there has not been a reduction in the complexities of the compliance program. As a result, companies have to become more creative in the way they use their teams internally.

Daly: We can only imagine that transparency reporting is going to get harder, and it will continue to be shaped by ever-changing global regulations and rising complexity. Teams will have to deliver more with less so it's critical that these organizations find the right partner to stay ahead of this change. That's a partner who knows the market and that brings the right mix of regulatory knowledge, functional expertise, and technical know-how to be able to adapt quickly. That's a partner that can help an organization manage the complexity, navigate through the regulatory changes, and ensure that they stay compliant and up to date.

The integration of functional disciplines is likely to become more common in the coming years.

Figure 5: The new remit of transparency reporting



Conclusion

What lies beyond the transparency reporting that teams oversee today? How might new technologies transform what is possible? And where might transparency professionals be able to effect operational change in the future?

These are the core questions explored over the course of this white paper.

In terms of the adoption of new technologies, AI offers an opportunity to augment existing expertise and amplify the efficiency of transparency teams. Deployed correctly, it can become a strategic enabler and force multiplier.

In terms of best practice, there is an opportunity to return to foundational principles and capabilities. These foundations include trust, compliance, and governance. Ultimately, an organization must be able to defend and explain the source of its outputs and its decision-making processes.

And in terms of where transparency professionals might impact future change, there are three areas that provide an opportunity to move beyond transparency and impact the wider organization: monitoring, compliance, and analytics.

AI offers an opportunity to augment existing expertise and amplify the efficiency of transparency teams. Deployed correctly, it can become a strategic enabler and force multiplier.



About IQVIA

IQVIA (NYSE:IQV) is a leading global provider of clinical research services, commercial insights and healthcare intelligence to the life sciences and healthcare industries. IQVIA's portfolio of solutions are powered by IQVIA Connected Intelligence™ to deliver actionable insights and accelerate innovations. With approximately 91,000 employees in over 100 countries, IQVIA is dedicated to accelerating the development and commercialization of innovative medical treatments to help improve patient outcomes and population health worldwide. Learn more at www.iqvia.com.

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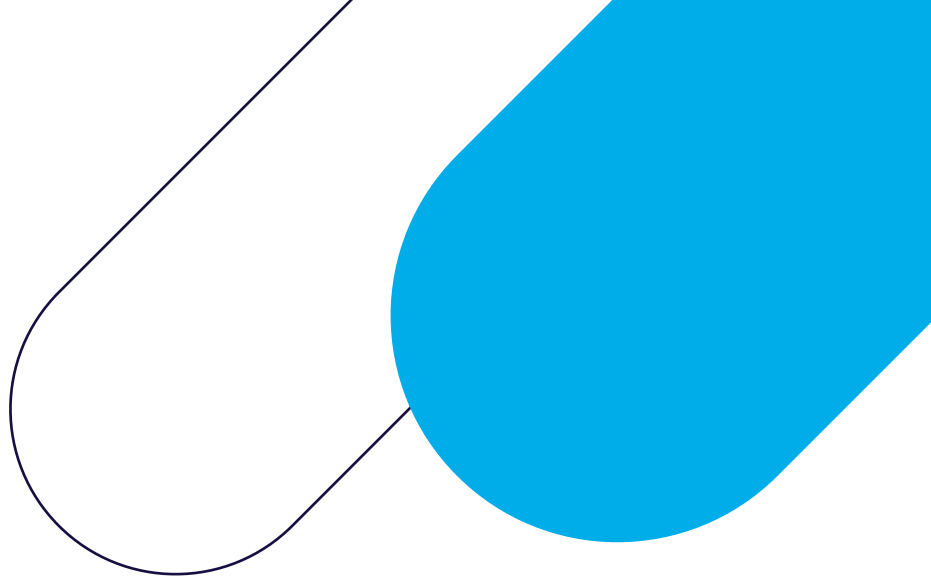
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