Label Intelligence

Case Study

EXECUTIVE SUMMARY

A top ten pharmaceutical company asked for Dr.Evidence's industry gold standard labeling intelligence solution, Label Intelligence. Label Intelligence enables rapid prior precedent research, competitive label comparisons and real-time monitoring.

Approximately 20 team members across 4 countries evaluated Label Intelligence for accuracy and efficiency against current manual processes, an in-house tool and other labeling software products.

CHALLENGES

The team members, from departments including **Regulatory Affairs, Regulatory Labeling, and Pharma-covigilance**, were using a range of methods to gain intelligence from drug labels. They were investing significant time manually searching multiple regulatory websites for information in labels and lacked comprehensive and accurate results when using other labeling software products.

100%
of participants agreed that Label Intelligence provided benefits over other approaches for label intelligence gathering

4X FASTER
Label Intelligence is more than 4x faster in comparing label updates, according to the Director, Regulatory Affairs

★★★★⯪
4.5/5.0 RATING
in helping the team accomplish business goals

> "*Relative to other options, the search functionality is more advanced and the results more accurate. Other options will often find no results, few results, or an overwhelming number of results.*"
>
> - Project Manager, Regulatory Affairs

HOW LABEL INTELLIGENCE HELPED

The team used Label Intelligence to conduct competitive research in a therapeutic area, finding all marketed products indicated for a specific disease. They were able to **view competitor labels and different versions in a single location**. The Senior Director, Global Patient Safety used Label Intelligence to understand the variability in adverse event descriptions across similar products. Finally, they appreciated the alerts for new and updated labels.

> "*The ability of Label Intelligence to conduct searches with precision and flexibility (AND/OR, label section, synonyms, nearX, excluding generics, etc.) allows [me] to quickly identify relevant precedents and be confident in those results.*"
>
> - Senior Director, Regulatory Affairs Oncology and R&D

RESULTS

Team members rated Label Intelligence **4.5/5.0** for helping them accomplish business goals, and **100%** of survey participants agreed that Label Intelligence provided benefits over other approaches for label intelligence gathering. Team members cited clear examples of time savings, with the Director, Regulatory Affairs indicating that the time it took to compare label updates over a competitive drug's lifecycle went **from two hours to less than 30 minutes**. The Associate Director, Regulatory Affairs, found in **seconds** an example of an approved indication on a label that wasn't found by a colleague who had searched for **two days**.

> "*Label Intelligence solves the challenges of finding precedent in competitor label documents by providing users with the ability to conduct free-text searches across label content, compare label text and export label content across a number of label documents. It has excellent coverage of a number of markets and provides a simple, intuitive, user-friendly interface.*"
>
> - Digital Director, Regulatory Innovation

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