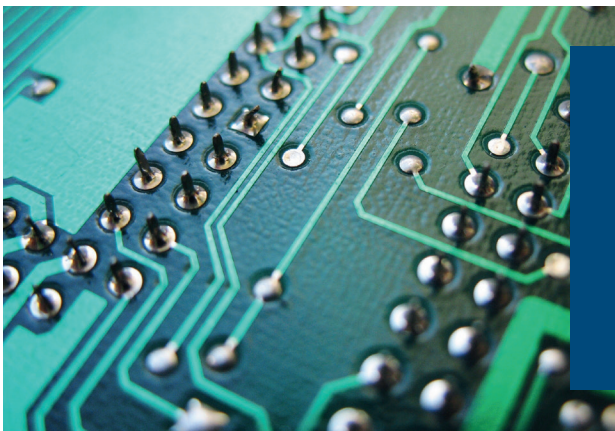


# ARTIFICIAL INTELLIGENCE (AI)

## *Awareness and Expectations in the U.S. Laboratory Environment*

IQVIA's BBC IVD Solutions group consistently evaluates new and emerging in vitro diagnostic (IVD) technologies to understand the implications for health care, and specifically, the clinical laboratory environment. Our upcoming report will take a closer look at the impact AI could have in core molecular, microbiology, and pathology laboratories.

Big data and advances in technology are driving opportunities for AI in health care at an unprecedented pace. These developments will be disruptive, meaning that clinical decision making is expected to change dramatically within the next 2 to 5 years. The laboratory and HCP play a critical role in the generation of data and clinical decision making.



**NEW REPORT AVAILABLE OCTOBER/  
NOVEMBER 2018**

*An assessment of the current awareness, implementation, and future expectations around the influence of AI applications in the core, molecular, microbiology, and pathology laboratories.*

### **EXPLORE IN-DEPTH DISCUSSIONS AND ANALYSIS TO IMPROVE YOUR AWARENESS OF AI IN IVD**

The analysis will be based on a mix of quantitative and qualitative primary market research with 70 to 100 U.S.-based laboratories (telephone-depth and web-based interviews).

#### **REPORT INSIGHTS**

- State of awareness and implementation of AI applications, tools, and developments across laboratory type
- Potential changes in laboratory testing processes and workflow
- Concerns and opportunities associated with the advancements of technology and AI applications
- Expected changes in relevance of the laboratory (by type) and role of the laboratory director, pathologist, HCP
- Expected future laboratory needs and support required by IVD manufacturers
- Implications to the future role and responsibilities of the IVD manufacturer

#### **CONTACT DETAILS**

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