SMART Optimizer

Industry's First AI-enabled Clinical Trials Optimization System

SMART Optimizer from MaxisIT harnesses the power of Causal AI to bridge gaps of correlational machine learning and deliver more human-like intelligence, thus enabling superior decision-making in pharmaceutical and life sciences clinical trials.

> **Know your "Next Best Action": Lead with more confident, accurate decision making that produces optimal outcomes.**

Bring more certainty to your clinical trials.

Safe and effective drug development runs on causal questions. SMART Optimizer uses a state-of-the-art transformer architecture and deep learning to review the causal relationship across the clinical trials' data points in real time; and identifies the most impactful interventions to improve the ongoing trial.

The causal reasoning paradigm within SMART Optimizer helps you to make better decisions that enhance the quality and outcomes of your clinical trials.

HOW IT WORKS

With the help of scalable causal discovery algorithms built within causal AI engine, SMART Optimizer enables large causal graphs as well as structural causal modeling layered with intelligent intervention engines on top; and it helps accelerate understanding of the root causes of anomalies, poor performance, as well as provides deeper understanding of factors that can improve outcome.

This paradigm shift based on Causal AI combined with **Generative AI** architecture pattern built at enterprise scale to support multi-modal data integration, processing, and analytics for pharmaceutical and life sciences industry companies.

SMART Optimizer allows you to build the most impactful interventions by identifying causes based on cause-effect severity with the associated event. What-if analyses and counterfactual explanations further enables simulating intervention scenarios. In other words, you can **visualize the future.**

SMART Insights

By combining human-intelligence with AI, SMART Optimizer bridges creativity with reasoning, and recommends the Next Best Action to empower clinical trials' sponsors to:

- Uncover the causal factors of various events of interest
- Perform what-if and counterfactual assessment to build intervention strategies
- Simulate prospective scenarios based on those strategies
- Analyze how those strategies will impact your trial
- Use these insights to optimize clinical success

SMART Apps by Roles

Clinical Operations

SMART Conduct
Causal risk assessment and operations optimization

SMART Patients
Targeted enrollment, retention, and engagement

Clinical Data Management

SMART Quality
Data quality review and management

Biostatistics

SMART Design
Clinical trials design adjustments, adaptive trials, personalized trials

SMART Dose
Dose adjustments

Safety Monitoring

SMART Safety
Patient Safety Monitoring

SMART Optimizer Features

We are changing the technology interaction paradigm. **"No UI is New UI"** use our Generative AI-based Agent to interact with data and take actions.

Sophisticated data analysis and interpretation:
Identify causal patterns, outcomes, and recommended optimization more effectively than traditional methods.

Advanced causal discovery, modelling, and intervention:
Discover cause-effect relationships in clinical trial data by combining human intelligence and know-how with AI-enabled approaches, as well as structural causal modeling layered with intelligent intervention engines.
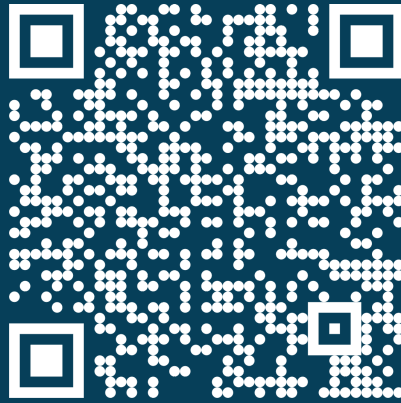
Dynamic trial monitoring:
Identify deviations from expected outcomes, protocol adherence issues, and safety concerns with continuous real-time data analysis.

Intelligent data management:
Multi-modal data integration, processing, and management; ensure data integrity with automated anomaly detection.

Ready to optimize outcome of your clinical trials? Talk to us today.

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