

# **Conduct Thorough Predictive Data Analysis to Identify Areas of High-Risk**

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**Wednesday, April 27, 2016  
11:35 a.m. – 12:05 p.m.**

# Presenters



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## Moderator:

**Paul J. Silver**

*Managing Director, Practice Leader*

**Huron**LifeSciences

## Panelists:

**Amy Pawloski**

*Head of US Compliance & Ethics Monitoring and Data Analytics*



**Lisa Zavis**

*Compliance Officer, Director, Data Analytics and  
Transparency, Global Human Health compliance*



# Our Goal for Today



In this session, you will get perspectives from two companies in identifying areas of high risk through structure, data utilization, and lessons learned, including:

- Using predictive analytics to identify potential red flags
- Understanding what outside parties will be looking for when examining your data to gain a step ahead
- Putting a risk-based approach in place to evaluate the business at a comprehensive level

- ➔ What kind of governance model do you employ for your data analytics program?
- ➔ What types of tools do you use to analyze data?
- ➔ How has the skill sets of monitoring teams changed over the last few years?

- ➔ How do you strike the right balance between generating not enough data to garner insights vs. too much data that you don't have the resources to analyze?
- ➔ How do we, as compliance, engage the business in developing and owning analytics?
- ➔ People use the buzz word “predictive” all of the time. What does predictive mean to you?

# Lessons Learned

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- ➔ What general insights have we gained from the data?
- ➔ How has the data helped us to identify risks?
- ➔ Is our organization embracing new analytical models?

# QUESTIONS?

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