



Keeping an eye on virtual interactions in life sciences The next verse of communications monitoring

Life sciences compliance teams have increased investment in communications-monitoring programs to keep pace with the rapid increase in virtual interactions.

Access to artificial intelligence (AI)-powered tools and flexible automation workflows has revolutionized how monitoring activities are performed—teams are now finding more relevant information in significantly less time. So, what's next?



Group chats, mobile messaging, oh my!

The proliferation of alternative communication channels has led to a lot of questions. Does it have important information? How do we collect it? How do we analyze it? Also, people communicate differently in short-text mediums vs. emails, which warrants different analysis techniques and workflows. This can lead some companies to decide on the “review all or review nothing” approach, neither of which is sustainable considering the ever-increasing volume.



What's discovery got to do with it?

Many communications-monitoring programs got a jump start when compliance teams began partnering with their discovery teams to leverage established data collection, processing, and review processes. It's important to transition that jump-start into a plan for ongoing innovation through flexible automation, smart model-curation strategies, and data-integration approaches. Leading life sciences compliance teams that have achieved significant cost efficiencies and enhanced risk detection have built off of, or expanded out from, the traditional discovery construct.



Tell me, who are you: Data integration

There's a lot of focus on what's being said, but what about who is saying it to whom? Human resources information is one important data source to integrate with communications data to get more context around interactions (e.g., is it a conversation within a team, is it cross-functional, does it include managers/directors?). In

addition to providing context to individual conversations, it can also drive segmentation at a macro level—the ability to prioritize subpopulations based on communication channels can increase review efficacy and efficiency.

This may only be the tip of the data iceberg. Soon, the industry will likely see the integration of communications and financial transaction data at scale: financial data shows what key events occurred, and communications (and other unstructured data) can provide context to those key events. This integrated model can provide a complete view of the risk landscape and streamline historically siloed monitoring activities.



Just the two of us: Compliance monitoring and investigations

An interesting trend within life sciences organizations includes shared technology investments across compliance monitoring and investigations. While the nature of activities within each group is different, there are commonalities in the types of technology and workflows used throughout. Furthermore, a common technology stack can improve information-sharing as monitoring activities give rise to investigations, and investigation

outcomes inform future monitoring activities, enabling more proactive risk detection.



Keep this innovation train a-rollin’

The communications monitoring landscape will likely continue to be a rapidly changing one. Leading organizations have innovation as a cornerstone of their programs—they embrace change, pilot new approaches, and stay agile through data-driven decision-making. While digital enablement is crucial to innovation, it’s not just about technology. Equally important is the wrapper around the technology, including program strategy, striving to optimize the operating model, and monitoring performance to quantify cost savings and measure enhanced risk detection. If the past tells us anything, this song will keep getting better.

Contact us:

Bart Siegel

Managing director

Deloitte Transactions and Business Analytics LLP

bsiegel@deloitte.com

+1 212 436 4134

Fred Gibbons

Senior manager

Deloitte Transactions and Business Analytics LLP

fgibbons@deloitte.com

+1 347 237 0468

Meredith Klemmer

Senior manager

Deloitte & Touche LLP

mklemmer@deloitte.com

+1 415 783 5029

Michael Cowell

Senior manager

Deloitte & Touche LLP

micowell@deloitte.com

+1 908 455 2264

Michael Weil

Managing director

Deloitte & Touche LLP

miweil@deloitte.com

+1 312 486 0207

This publication contains general information only and Deloitte is not, by means of this publication, rendering accounting, business, financial, investment, legal, tax, or other professional advice or services. This publication is not a substitute for such professional advice or services, nor should it be used as a basis for any decision or action that may affect your business. Before making any decision or taking any action that may affect your business, you should consult a qualified professional advisor.

Deloitte shall not be responsible for any loss sustained by any person who relies on this publication.

As used in this document, “Deloitte” means Deloitte Financial Advisory Services LLP, which provides forensic, dispute, and other consulting services, and its affiliate, Deloitte Transactions and Business Analytics LLP, which provides a wide range of advisory and analytics services. Deloitte Transactions and Business Analytics LLP is not a certified public accounting firm. Please see www.deloitte.com/us/about for a detailed description of our legal structure. Certain services may not be available to attest clients under the rules and regulations of public accounting.