

# The Evolving World of Natural Language Processing in Healthcare and Life Sciences

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#### **Presenters**

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## Agenda

- + Introduction to Information Extraction in Healthcare
- + Blending Methods
- + IQVIA NLP Information Extraction Pipeline
- + Demo: Applied ML in Life Sciences
  - GSK
  - Northshore
  - Using ML for Extraction of Adverse Events
- + Summary
- + QA





## Information Extraction in Healthcare



## Disruption in Healthcare has been accelerated by a combination of the digital revolution and COVID responses

Explosion in Data

The volume and pace of research, breadth and depth of digital and other interactions in diverse formats, all contribute to the explosion in data and information overload

Real-World & Patient centricity



Unlocking unstructured medical records, the ever-increasing role of real-world data, and focus on patient voice is disrupting development, access and commercialization

Accelerating Digital



Digital interactions
have taken a leap as a
result of the pandemic,
with acceptance
of digitalization and
new technologies to
handle and analyze data

Al & Expert Augmentation

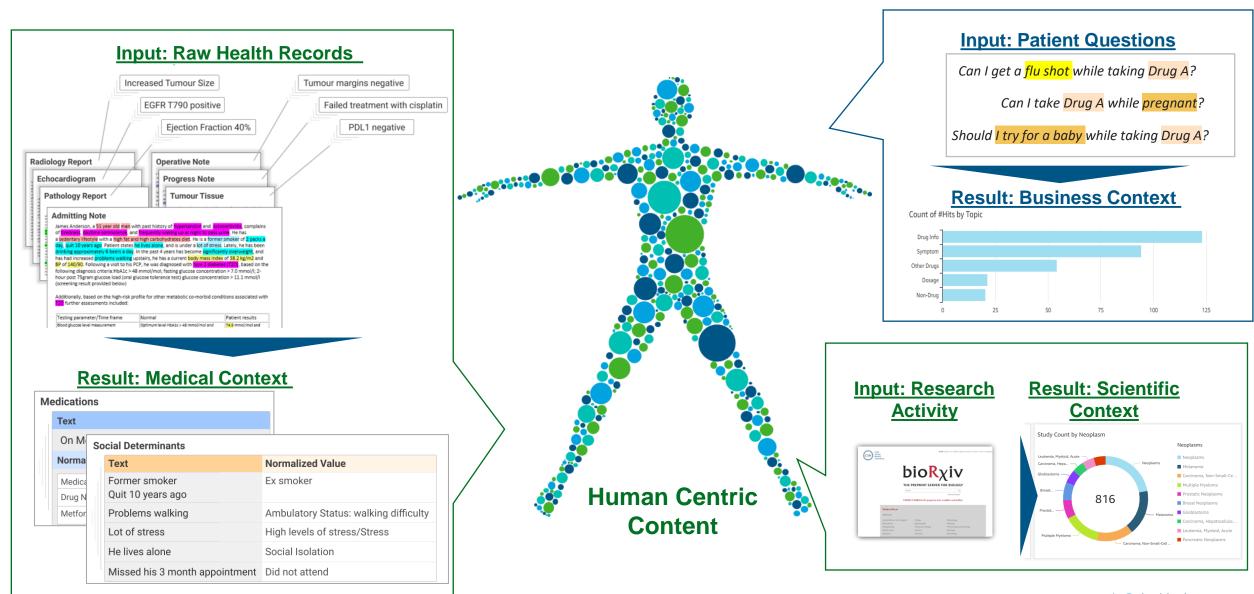


Evolution and revolution in ML methods, accelerating pace of change, and need for human in the loop for impactful data and deep insights





## Unlock medical, business and scientific context



## **Healthcare Data is Complicated**

#### Different word, same meaning

- cyclosporine
- ciclosporin
- Neoral
- Sandimmune

### Different expression, same meaning Non-smoker

- Does not smoke
- Does not drink or smoke
- Denies tobacco use

#### Different grammar, same meaning

- 5mg/kg of cyclosporine per day
- 5mg/kg per diem of cyclosporine
- cyclosporine 5mg/kg per day



#### Same word, different context

#### **Dermatome**

- o An area of the skin supplied by a specific nerve
- o A surgical instrument used to cut the skin





## **Blending Methods**

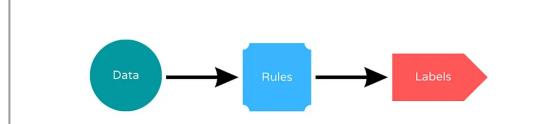




## Two main types of Natural Language Processing

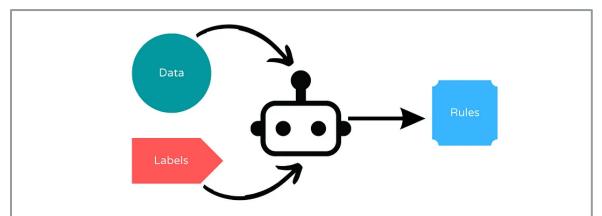
NLP for data transformation and better value from your unstructured text

There are many different natural language processing system, which fall into the two main categories:



#### Rules-based systems:

- Linguistic rules which are transparent, deterministic and repeatable
- Rules instruct the system to use semantically relevant elements of text to identify relevant entities, relations, categories based on its content
- Rules can be developed relatively rapidly, without large sets of training date
- If the rule doesn't exist, the system will be unable to 'understand' the human language and thus will fail



#### Machine learning-based systems:

- Use statistical methods to create a "black box"
- ML systems learn to perform tasks based on training data they are fed, and adjust their methods as more data is processed
- Can use deep learning, neural networks, transformer models (e.g. BERT), large language models (e.g GPT)
- Generally need large volumes of annotated training data

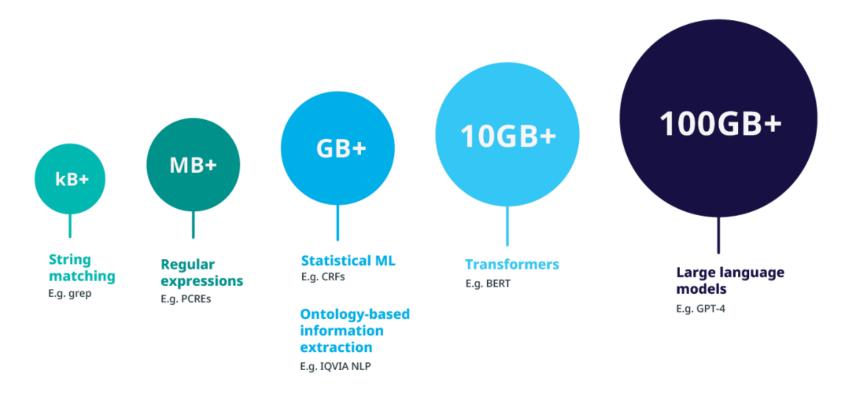
Figures from https://towardsdatascience.com/human-learn-rule-based-learning-as-an-alternative-to-machine-learning-baf1899ecb3a





## **Newer Tools are Bigger. And Better?**

- Cost, Convenience, Accuracy
- The latest tools require massive amounts of compute to create the models and then to run them at production scale, risking large bills and vendor lock-in
- Simple problems should not require complex solutions.





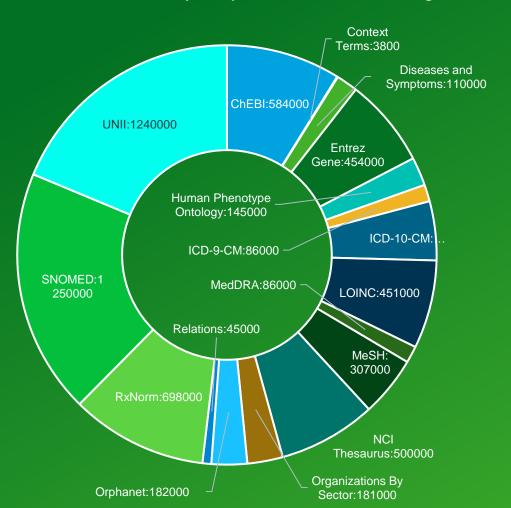
# IQVIA NLP Information Extraction Pipeline



## **IQVIA NLP Ontologies**



Over **6.5 million** synonyms from a wide range of ontologies in many categories





## Diseases & Phenotypes

Coronavirus Orphanet
Diseases & ICD-9-CM
Symptoms ICD-10-CM
HPO ICD-O
MedDRA LOINC
MeSH SNOMED
NCI TNM Stages



#### Biological Entities

Genes/Proteins MeSH Mutation NCI



#### Drugs

ChEBI

Name-to-Structure

Drug Lab Code

MeSH

NCI

RxNorm SNOMED

NOMEL

UNII



#### **Anatomy**

MeSH NCI



#### **Metrics**

Units

Measurements Numerics



#### **Dates**

Date

**Duration & Frequency** 



#### **Demographics**

Age
Email
Person
Telephone Numbers

文团

#### Linguistics

Context Terms
Relations



#### **Organizations**

MeSH NCI

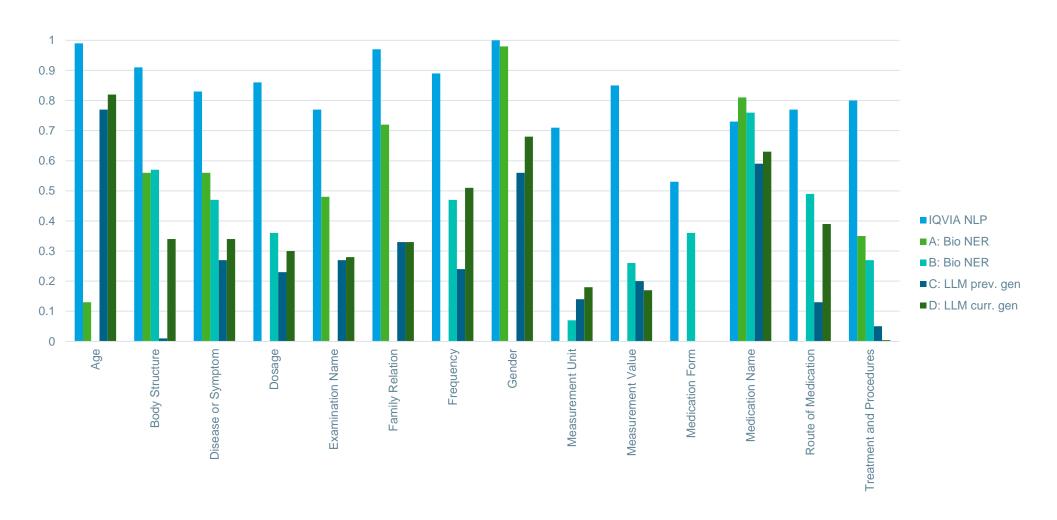
Organizations by Sector

Organizations by Type



## Very Accurate Biomedical NER across a Range of Entities

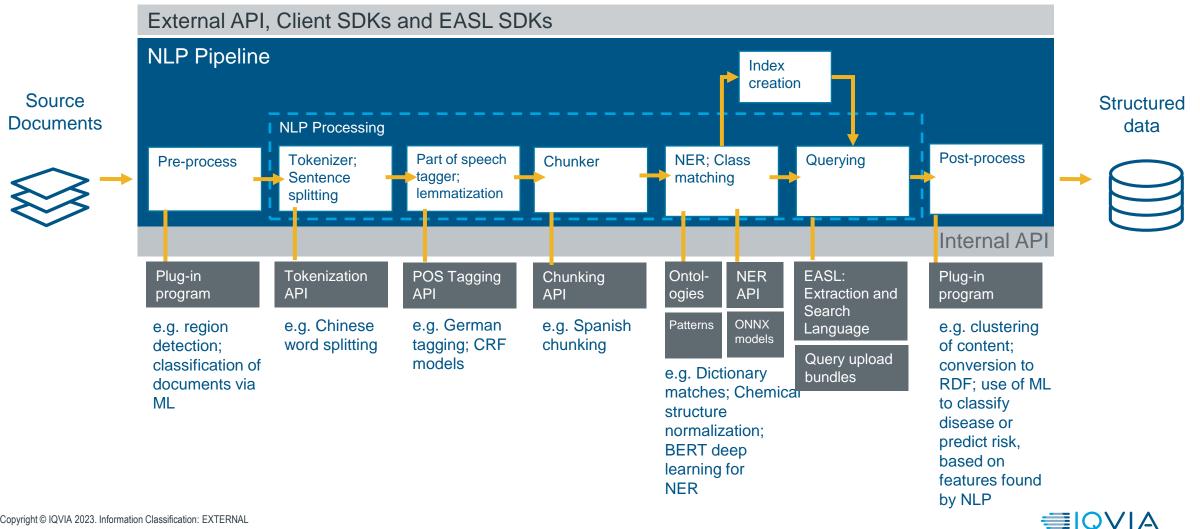
Identical NER benchmark run with IQVIA NLP tools plus four other systems





## **Our Core Pipeline**

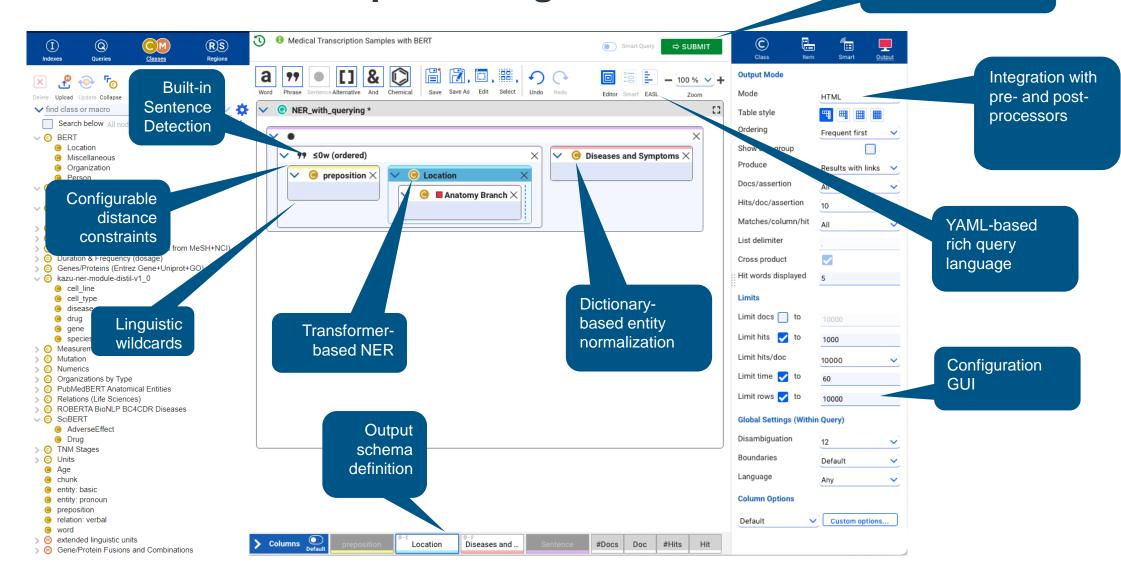
APIs within the NLP pipeline allow integration of existing components, prototyping and extensibility





## Combine NLP techniques using GUI or SDK

Run interactively or programmatically





## **Applied ML in Life Sciences**

## NLP-enhanced Social Media & News analysis for brand teams

#### **Situation**

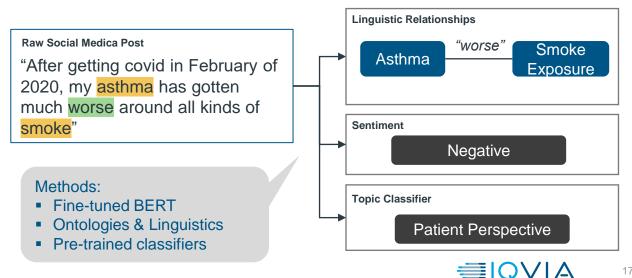
- Global, regional and country brand teams needed social media derived analysis and insight to inform marketing and stakeholder engagement for multiple products across key therapy areas
- For indications with high volumes of posts and mentions there is a high % of noisy or irrelevant posts that make usable insights challenging to derive

#### **Outputs and User Impact**

- By categorising posts with sentiment, written perspective, medical terms, treatment and many more dimensions the analysis allows brand teams to get a better understanding of the key needs, concerns and experiences of patients and other stakeholders
- Topic analysis of news articles helps understand the media content that patients and others are seeing and reading
- Beyond core topics of interest, the analyses identified adjacent topics and profiles that might inform targeted marketing and communication activities
- Thanks to noise reduction it was easier to guickly understand the content and move from insight to action

#### **Solution**

- IQVIA used a combination of **social listening tools**, **machine** translation and natural language processing to create an enhanced data feed
- This data feed was then ingested into a **data warehouse** and then fed into interactive visuals developed to surface trends, highlight key topics
- The algorithms make use of a combination of comprehensive biomedical ontologies, linguistics, pre-trained models and supervised machine learning to create powerful tags and remove noise



#### Methods used to combine i2e, ML and GPT

#### Relationships (i2e)

Linguistic relationships used to identify key content

#### Topic Analysis (i2e)

Known topics are defined within i2e queries

#### **Topic Cluster Naming and Simple Summaries**

GPT3.5 used to create topic cluster names



#### **Ontologies (i2e)**

Broad use of ontologies to classify and explore the data

#### **ML BERT Classifier (Perspectives)**

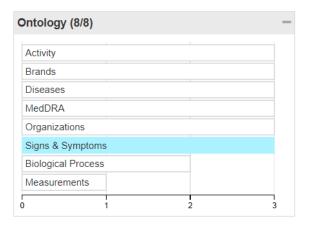
 Classify which tweets are written from the perspective of patients, HCPs or caregivers

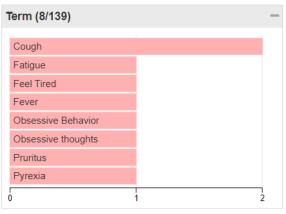
#### **Unsupervised Topic Modeling**

 Top2Vec used to generate unsupervised topic clusters based on the data



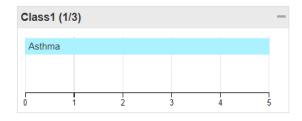
## **Ontology-Based Extraction**

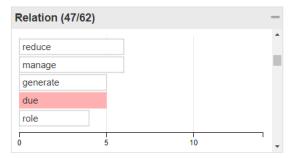




Ontology	Term	Text Snippet	Doc	#Hits	Hit	Export?
Signs & Symptoms	Pruritus	itches	999	1	cause it itches and you are left with	~
Signs & Symptoms	Feel Tired	tired	999	1	beyond tired of repeating myself by saying	✓
Signs & Symptoms	Fatigue	tired	999	1	beyond tired of repeating myself by saying	~
Signs & Symptoms	Cough	cough*	998	2	the Brazos Valley - *cough* *cough* would have been	~
Signs & Symptoms	Obsessive thoughts	self-obsession	999	1	there is no vaccine for self-obsession, vanity and stupidity.	~
Signs & Symptoms	Obsessive Behavior	self-obsession	999	1	there is no vaccine for self-obsession, vanity and stupidity.	<b>~</b>
Signs & Symptoms	Pyrexia	fever	1000	1	@MissFrancaise nono, fever & tickly cough.	~
Signs & Symptoms	Fever	fever	1000	1	@MissFrancaise nono, fever & tickly cough.	<b>~</b>
Signs & Symptoms	Cough	cough	1000	1	nono, fever & tickly cough.	~
Signs & Symptoms	Cough	a cough attack	1000	1	jus had a cough attack.	✓

## Relationships

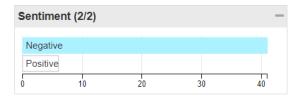




(	Class2 (6/99)	-
	Air Filters	
	Air Pollution	
	Exposure	
	Humidity	
	Pollen	
	Weather	

Class1	Relation	Class2	Doc	#Hits	Hit	Export?
Asthma	due	Exposure	4729	1	My research went from asthma due to aerosol exposure to mf pesticide exposure because of frequent use of baygon auhnsjhd	<b>~</b>
Asthma	due	Pollen	1804	1	I'll remember that next time I have a severe asthma attack due to pollen, dust, perfumes, or smoke from prescribed burning.	~
Asthma	due	Air Filters	57	1	RT @ankitaup 41% reduction in acute asthma events due to air purifier use: AIIMS-IIT Delhi study indianexpress.com/article/cities via @IndianExpress	~
Asthma	due	Air Pollution	3584	1	The traditional Kujirabune Festival made a comeback to revitalize the Isozu area of Yokkaichi, Mie Prefecture, where many people suffered from asthma due to the air pollution in the city.	~
Asthma	due	Weather	7329	1	I thought it was her asthma playing up due to Spring weather and high humidity.	✓
Asthma	due	Humidity	7329	1	I thought it was <mark>her asthma</mark> playing up <mark>due</mark> to Spring weather and <mark>high humidity</mark> .	<b>~</b>

## **Sentiment**

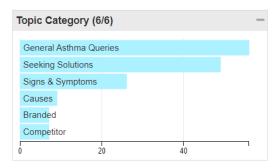


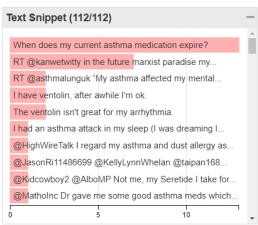
1	Text Snippet (41/45)		_
			_
	A year before covid I was very sick with influenza A,		
	I had bad asthma as a kid, but it really was barely there		
	@IAMQUEENLATIFAH @boehringerus After my initial		
	@cupidsflop_ 4) im unlabelled cos i really dk but we'll		
	@kikukriss Respectfully this triggered my asthma		
	@shalailah Bloody things cause bacterial pneumonia		
	$@ Good Reddit\ This$		
	Because I can't go to the shed (my asthma is very bad		
	Been unwell for most of this week and the cold has		
	But I can't deny how much my life has changed since I		
(	0 1	2	-

Sentiment	Text Snippet	Doc	#Hits	Hit	Export?
Negative	I was given an inhaler but i was warned that if I healed that means covid worsened my asthma.	9305	2	that if I healed that means covid worsened my asthma.	~
Negative	It's 2am and my asthma has flared up so I can't sleep ☐ literally coughing non stop.	3354	1	asthma has flared up so I can't sleep I literally coughing non stop.	<b>~</b>
Negative	new car smell triggers my asthma Imao	3871	1	new car smell triggers my asthma Imao	<b>~</b>
Negative	I cannot wear the Disposable masks as they trigger my Asthma I wear australianfacemasks.com.au WHO approved	9578	1	cannot wear the Disposable masks as they trigger my	<b>~</b>
Negative	not me feeling extremely guilty that I got sick on tuesday (I'm the one that usually and mostly gets sick if anything cause my asthma and allergies suck) and now my parents and brother are sick when they haven't gotten sick in months $\textcircled{?}$	9686	1	and mostly gets sick if anything cause my asthma and allergies suck) and	~
Negative	RT @stu_dowling @ProfGlantz ANTZ: Vaping causes asthma Us: My asthma's better now ANTZ: Vaping causes COPD Us: My COPD symptoms are gone ANTZ: Vaping causes lung damage Us: I no longer have to use oxygen ANTZ: Vaping causes lung infections Us: I haven't been sick in years ANTZ: YOU'RE WRONG!	1213	1	RT @stu_dowling @ProfGlantz ANTZ: Vaping causes asthma Us: My asthma's better now	~
Negative	Because I can't go to the shed (my asthma is very bad right now, and the shed triggers the asthma) partner photographed some of the bookshelves.	9137	2	go to the shed (my asthma is very bad right now, and the	~
Negative	I forgot how bad my asthma hit me from sprints yEESH	1468	3	I forgot how bad my asthma hit me from	<b>~</b>
Negative	i think something just triggered my asthma hehe just making sure it's not covid again so im wearing mask na 😝 have a nice day!	2072	1	i think something just triggered my asthma hehe just making sure it's not covid again so im	•



## **NLP-Topic classification & extraction (known Topics)**





Topic Category	Text Snippet	Doc	#Hits	Hit	Export?
Branded	I have ventolin, after awhile I'm ok.	7332	1	I have ventolin, after awhile I'm ok.	~
Branded	RT @Dayyeeb17 I used to apply those two but now only seretide ease my pain.	6935	1	RT @Dayyeeb17 I used to apply those two but now only seretide ease my pain.	~
Branded	Massive thanks to our ambulance service, my colleagues in emergency department and Ventolin.	6554	1	Massive thanks to our ambulance service, my colleagues in emergency department and Ventolin.	~
Branded	I've given in, I'm taking ventolin.	5425	1	I've given in, I'm taking ventolin.	~
Branded	The ventolin isn't great for my arrhythmia.	7337	1	The ventolin isn't great for my arrhythmia.	~
Branded	I have ventolin, after awhile I'm ok.	7337	1	I have ventolin, after awhile I'm ok.	~
Branded	Best to carry Ventolin or other reliever medication.	2761	1	Best to carry Ventolin or other reliever medication.	✓
Branded	@Kidcowboy2 @AlboMP Not me, my Seretide I take for my asthma isn't getting cheaper,the pharmacist actually said it will go up.	5605	1	@Kidcowboy2 @AlboMP Not me, my Seretide I take for my asthma isn't getting cheaper,the pharmacist actually said it will go up.	~
Branded	The ventolin isn't great for my arrhythmia.	7332	1	The ventolin isn't great for my arrhythmia.	~
Causes	"I started training and I learned that I actually was much stronger than I realized and my allergies were what was causing my asthma.	7814	1	"I started training and I learned that I actually was much stronger than I realized and my allergies were what was causing my asthma.	~
Causes	RT @CaptMarvelNews "I started training and I learned that I actually was much stronger than I realized and my allergies were what was causing my asthma.	7487	1	RT @CaptMarvelNews "I started training and I learned that I actually was much stronger than I realized and my allergies were what was causing my asthma.	~
Causes	@GovKathyHochul Do you know what triggers my asthma, RATS.	2684	1	@GovKathyHochul Do you know what triggers my asthma, RATS.	~
Causes	Not my asthma being triggered by cold air <page-header> 🕰 🖭 not today huhu</page-header>	2410	1	Not my asthma being triggered by cold air 😷 🕾 not today huhu	~

## **ML-BERT** based patient perspective classifier

Post	label	Patient	Caregiver	HCP
In the ongoing saga of my health I snuck in a dr's visit today: bronchitis (caught it before COVID pneumonia) Knocking it out nor before surgery. /r4de1I	Patient	0.993712	0.002499	0.0004
Im gonna see how i go tmr anyway and see if my lungs decide to relapse with my asthma hahahaha buuuuut will see how i go. Cant wait to rock up all	Patient	0.993244	0.003432	0.000353
Today is my last day as a 32-year-old 🥳 I wanted to take this time to thank my body for keeping me alive, for carrying me through the darkest time of my life,				
for living through getting COVID despite my asthma, and for reminding me that rest is a part of the process ♥ï¸âœ¨	Patient	0.993144	0.003284	0.000304
//tw mentioning topic of suicide I think it's been almost two months since I started taking anti- depressants and I haven't had an episode of self harm or intense	Datient	0.000400	0.000557	0.000007
suicidal ideation since. Think these meds might be saving my life and like Wow.	Patient		0.002557	
hey so I caught COVID and it didn't help my transition but my depression just became way worse? do i get my money back?	Patient	0.993112	0.00361	0.000317
Friday night: yay! I can breathe again and seem fully recovered from my chest infection. Sunday afternoon: *tests positive for covid* ðŸ~e🤣 Ah well, at leas		0.000404	0.00000	0.00000
I didn't get covid on top of the chest infection. With my asthma, that would have been BAD.	Patient		0.002232	
I haven't put myself out there because I'm still healing and trying to stabilize my epilepsy.	Patient	0.993089	0.003147	0.000309
16 wks after testing positive to covid… Cough, breathlessness, and fatigue remain. My respiratory system is broken. I'm now on regular asthma				
medication (I didn't have asthma before). CT scan last week. Next step, lung function test and referral to a lung specialist. #LongCovid	Patient	0.993088	0.003027	0.00031
Fuck sore throat, man, I feel like I'm going to rip my skin open and scratch it inside, just to treat this itchy irritating shit.	Patient		0.003625	
The CDC says 5 days … I didn't develop a fever til Day 5, I did not lose my taste and smell til Day 6 … My Covid case turned into pneumonia and A lung				
infection … I spent the night in the hospital on my 11th day … and my fever did not break til my 13th day.	Patient	0.993072	0.003138	0.000298
I was supposed to go back to work on Wednesday, not looking likely though. I'm very fortunate my asthma wasn't playing up before this horridness hit me and				
I'm lucky to have some asthma medication that I hope is helping before it becomes a problem.	Patient	0.99304	0.003896	0.000326
Same happened to me last week and i am still suffering from congestion in chest with thick flu. But i did not opt for STEROIDS due to side effects which people				
usually undergone with during Pneumonia medication during Covid. Luckily i am recovering with Antibiotic/Anti-AllergicðŸ™∙	Patient	0.992999	0.003607	0.000338
I started taking magnesium for my asthma years ago and my mind has been much quieter since then	Patient	0.992978	0.002599	0.000292
Update: I went to the doctor and he told me that my heart and lungs are ok and that it doesn't seem like my heavy breathing episodes are caused by asthma,				
covid or allergies either. That means that this is all probably caused by anxiety and that I need therapy	Patient	0.992974	0.003407	0.000331
Fun fact, I had been put under meds for bipolar disorder even before any doctor told be the word "bipolar". It was "to regulate my depression and my anxiety".				
Even today I say I've been diagnosed but my psychiatrist just said the word many times talking about my experience 1/2	Patient	0.992919	0.003003	0.000336
its been a year since i started my depression/PTSD meds and 6 months since i started my anxiety meds can i get a W in chat	Patient	0.992918	0.003589	0.000402
Between a bad allergy attack and resulting headache and congestion limiting my ability to breathe properly, and then dizziness and drowsiness from the				
antihistamine mixed with the painkillers and decongestant I took, I've had a rough morning.	Patient	0.992896	0.003127	0.000282
glad to hear it Ian. Ventolin taken via a spacer helped to settle my airways when I was sick with a cold and then covid this year. especially at night 🌻	Patient	0.992866	0.00288	0.000334
upped my meds again ðŸ~Ž so ready to feel better for two days and then be violently depressed again	Patient	0.992862	0.002973	0.000362
I had pneumonia,i took 9 aps of 500 mgs of Helmintazole via a Doc and in a day i was getting better in 3 days it had gonepneumonia is a parasiteand the				
above is a parasite killerand not had since aug.2019 available from vets in usa:)) & i was copd still hav copd noabove	Patient	0.992862	0.003598	0.000314



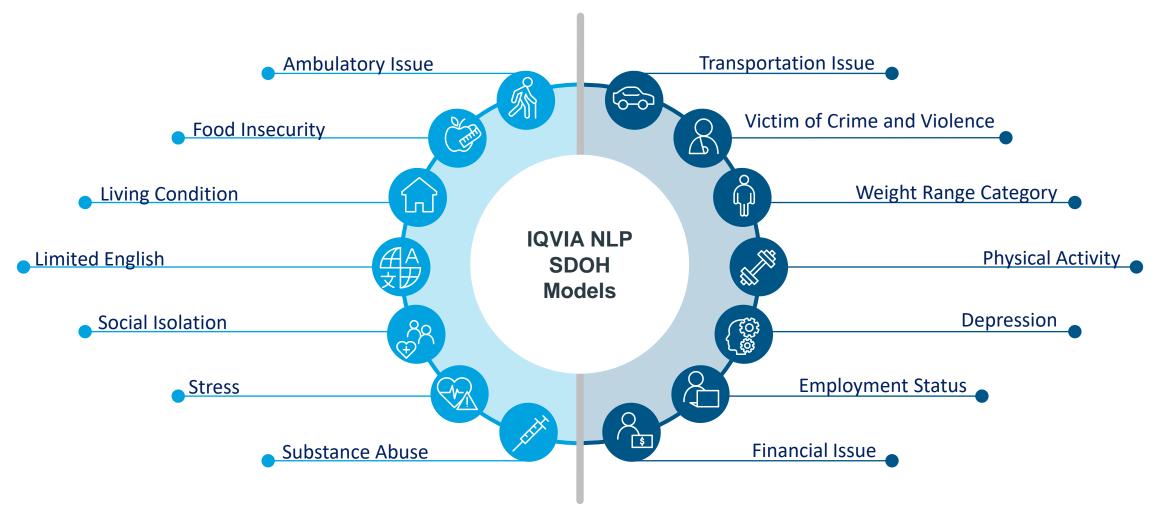
## **Examples of GPT Generated Topic Naming**

'antibiotics' 'antibiotic' 'augmentin' 'azithromycin' 'amoxicillin' 'flu'

Therapeutic Area	Cluster ID	Number of posts per cluster	Topic	Short Description
Anti-Infectives	6	3050	Common Bacterial and Viral Infections Treatments	This topic is about different types of antibiotics, antivirals, and medicines that are commonly used to treat bacterial and viral infections.
Anti-Infectives	13	2590	Antibiotic Prescriptions	A topic related to prescribing antibiotics, including the names of various antibiotics, physicians, pharmacists, and prescription medications.
Anti-Infectives	67	1704	Antibiotic Prescriptions	Social media discussions related to the prescription, dosage, and side effects of antibiotics such as amoxicillin, cephalexin, and azithromycin.
Anti-Infectives	12	1101	Patient Experiences and Feedback	Social media posts about experiences and opinions on medical treatments and healthcare providers.
Anti-Infectives	138	865	Prescription Medication	Social media users discussing various prescription medications, including antibiotics and psychiatric drugs, as well as healthcare professionals who prescribe them.
Anti-Infectives	97	724	Alternative medicine in India	This topic pertains to discussions on alternative medicine practices and products in India.

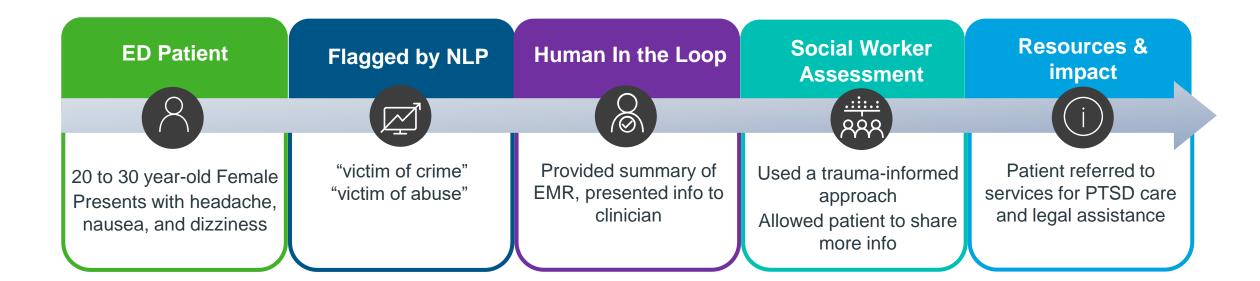


## 14 SDOH models with over 60 subcategories



## Case Study: Clinical Risk for Social Determinants of Health

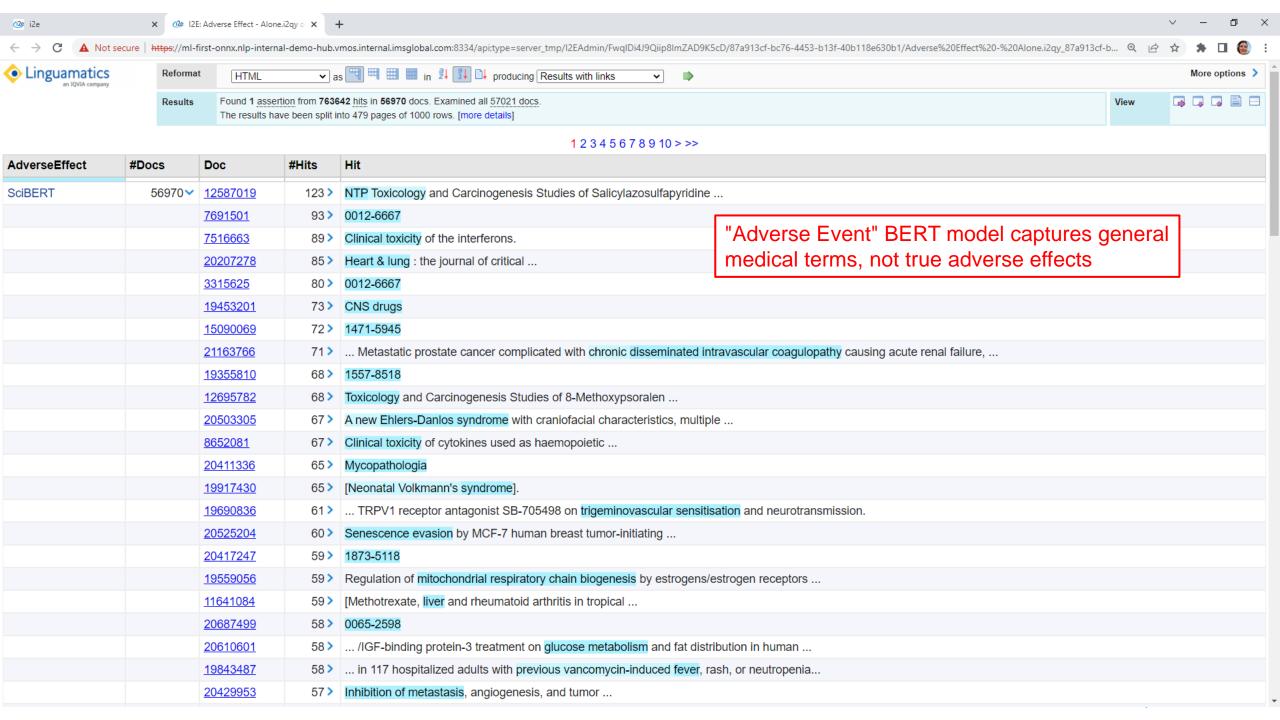
Real World Impact of applied AI with Northshore University Health System

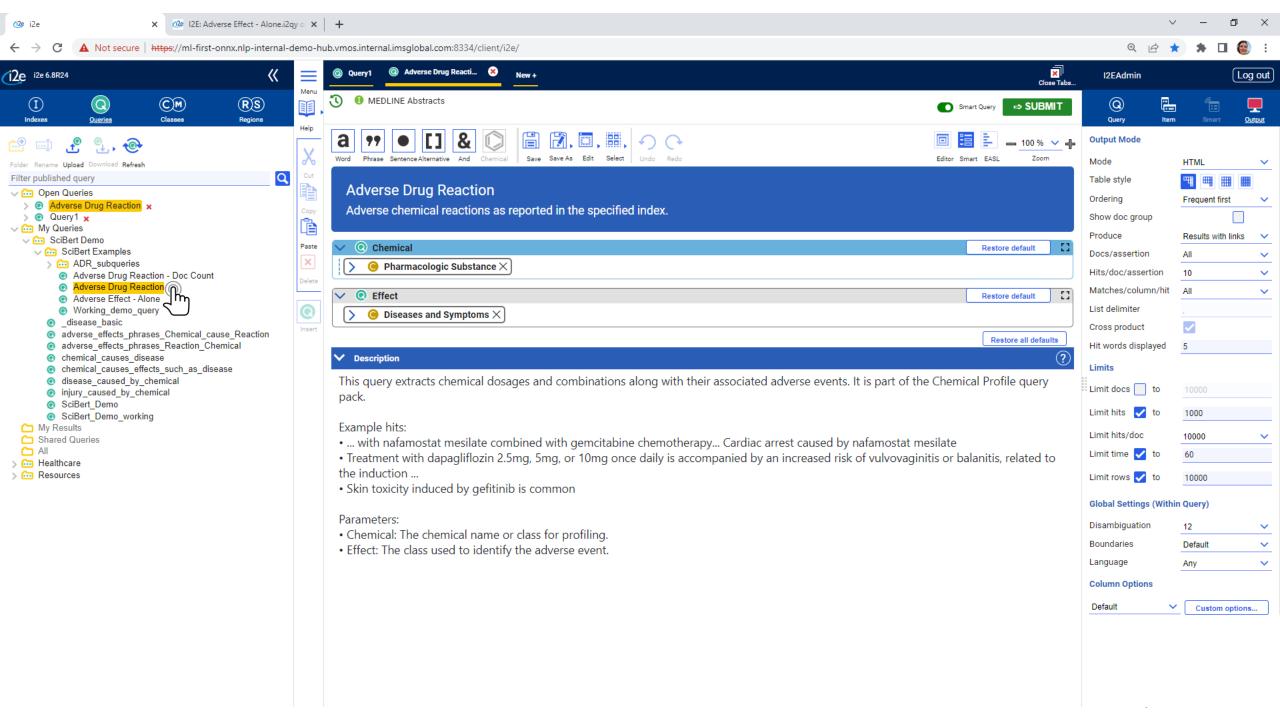


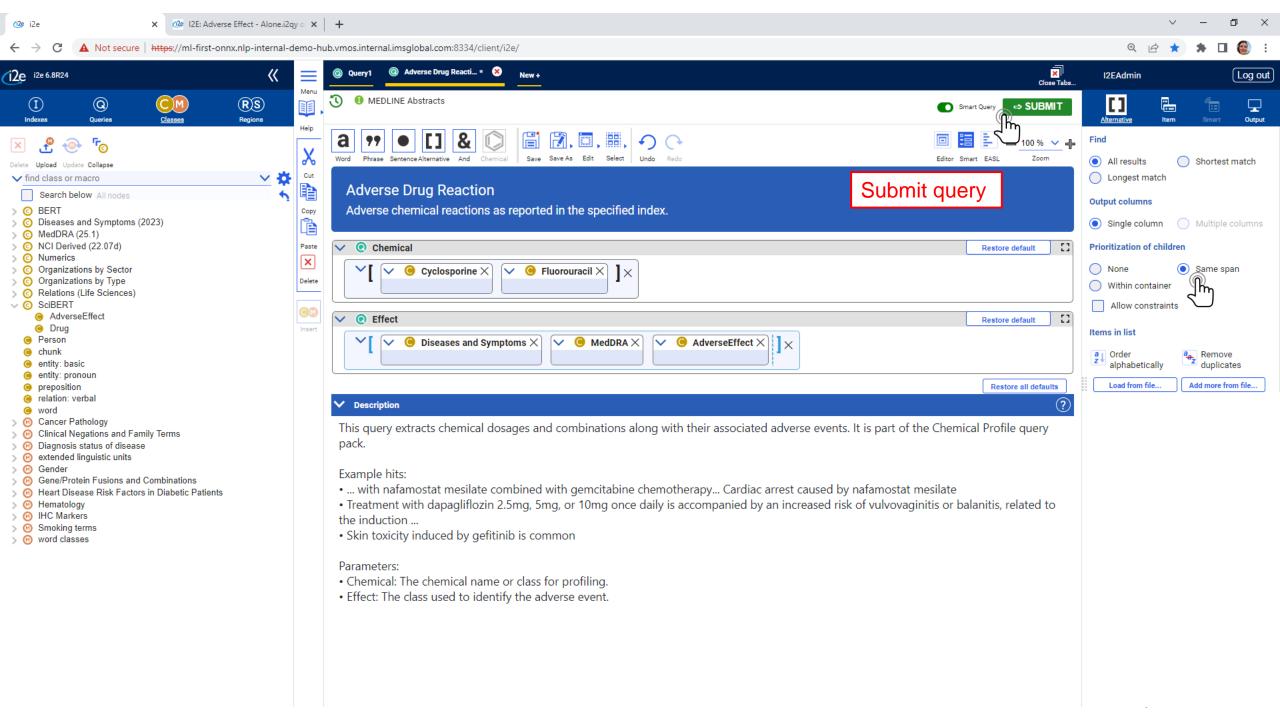
ED Social Workers assessed

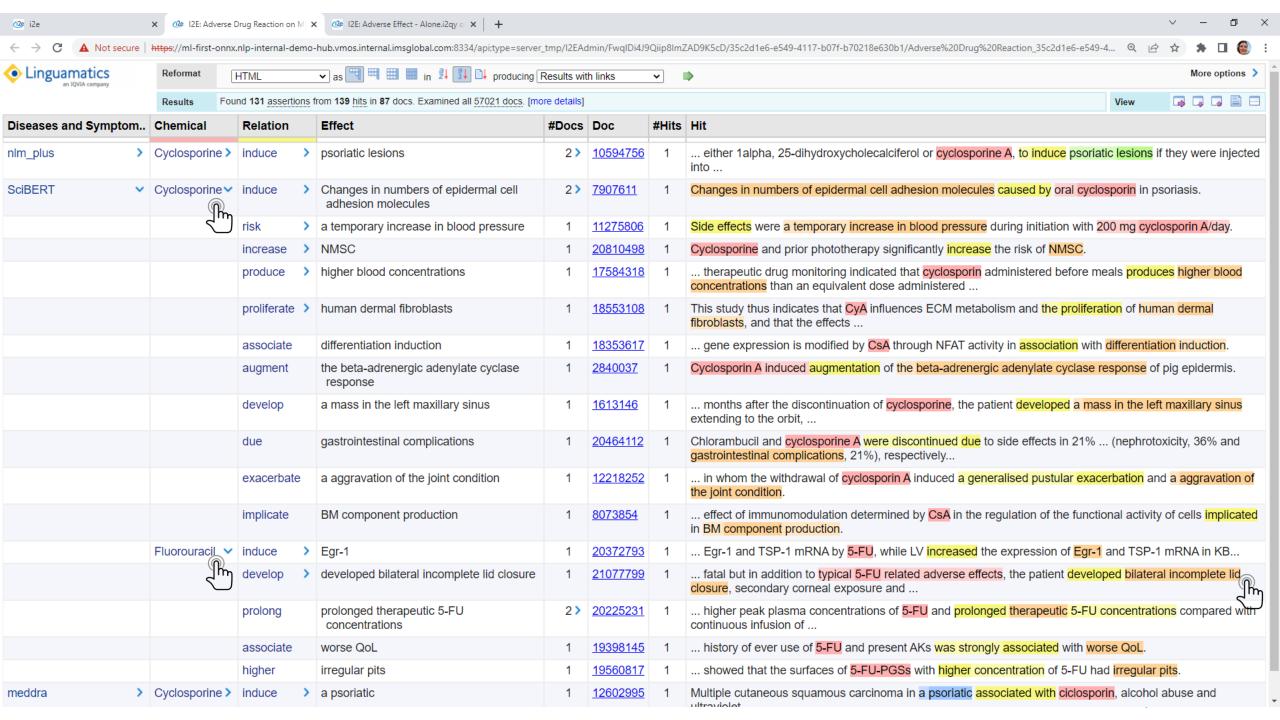
<u>56% more patients</u> for SDOH needs that would not have otherwise been identified.











12E: Adverse Effect - Alone.i2qy o x +

Abstract

ci2e i2e

**CONTEXT (BACKGROUND):** Well-known causes of a cicatrizing ectropion are chemical/thermal injuries, dermatitis, cutaneous diseases, malignancies, and trauma. We add to this preceding list a systemic cause of a cicatrizing ectropion as a result of a rare side effect of 5-fluorouracil (5-FU), a common and frequently used chemotherapeutic agent.

METHODS (METHODS): A case report demonstrating the clinical presentation of a cicatricial ectropion caused by (5-FU) chemotherapy toxicity in a patient with dihydropyrimidine dehydrogenase deficiency. We also describe the subsequent investigations and management of this case.

RESULTS (RESULTS): A bilateral cicatrizing lower lid ectropion, bilateral upper lid shortening, cicatrizing and sclerosing facial skin changes occurred in an 80-year-old male, undergoing preoperative chemoradiotherapy, incorporating Capecitabine, an oral 5-FU prodrug for a locally advanced rectal carcinoma. Severe 5-FU toxicity ultimately proved fatal but in addition to typical 5-FU related adverse effects, the patient developed bilateral incomplete lid closure, secondary corneal exposure and keratopathy. Due to the patient's extreme ill health, he was managed conservatively with a moist chamber.

CONCLUSION (CONCLUSIONS): 5-fluorough Implementherapy in patients with dihydropyrimidine dehydrogenase deficiency, can give rise to ocular and cutaneous toxicity. We also present the complex management problems that have to be anticipated in treating such systemically compounded patients.

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Case Reports Journal Article

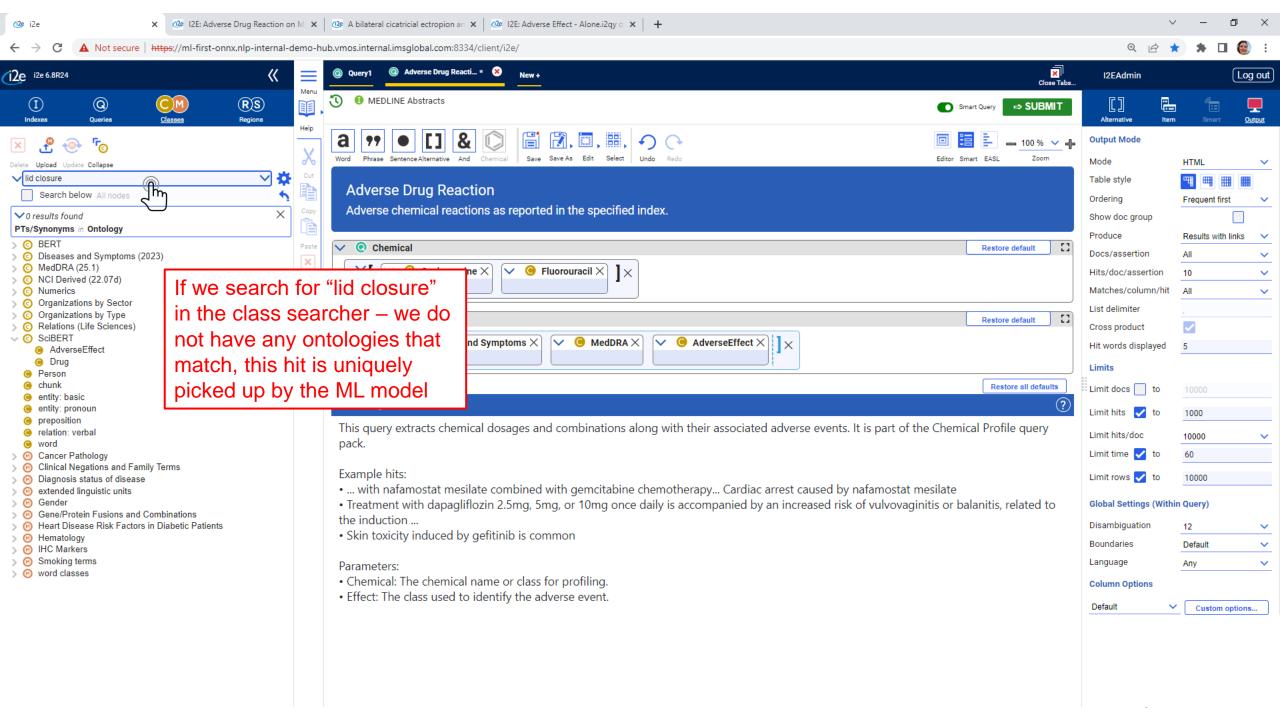
#### MeSH Terms:

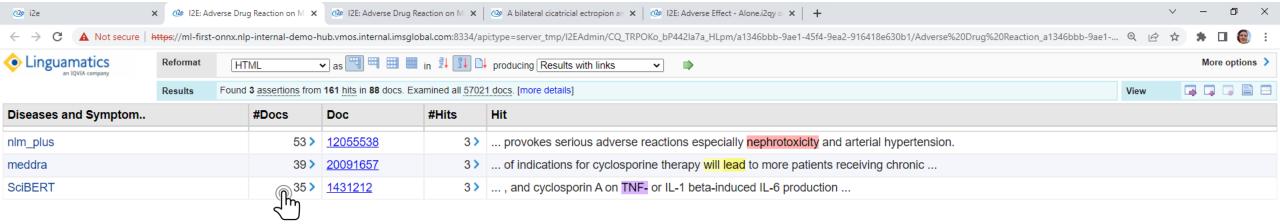
Aged, 80 and over
Antimetabolites, Antineoplastic
adverse effects\*
therapeutic use
Carcinoma
drug therapy
Dihydropyrimidine Dehydrogenase Deficiency\*
Ectropion
chemically induced\*
classification
Fluorouracil
adverse effects\*
therapeutic use
Humans
Male

We are capturing unique hits with each ontology: "ectropion" with Diseases and Symptoms "bilateral incomplete lid enclosure" and "second corneal exposure" with SciBERT "keratopathy" with MedDRA

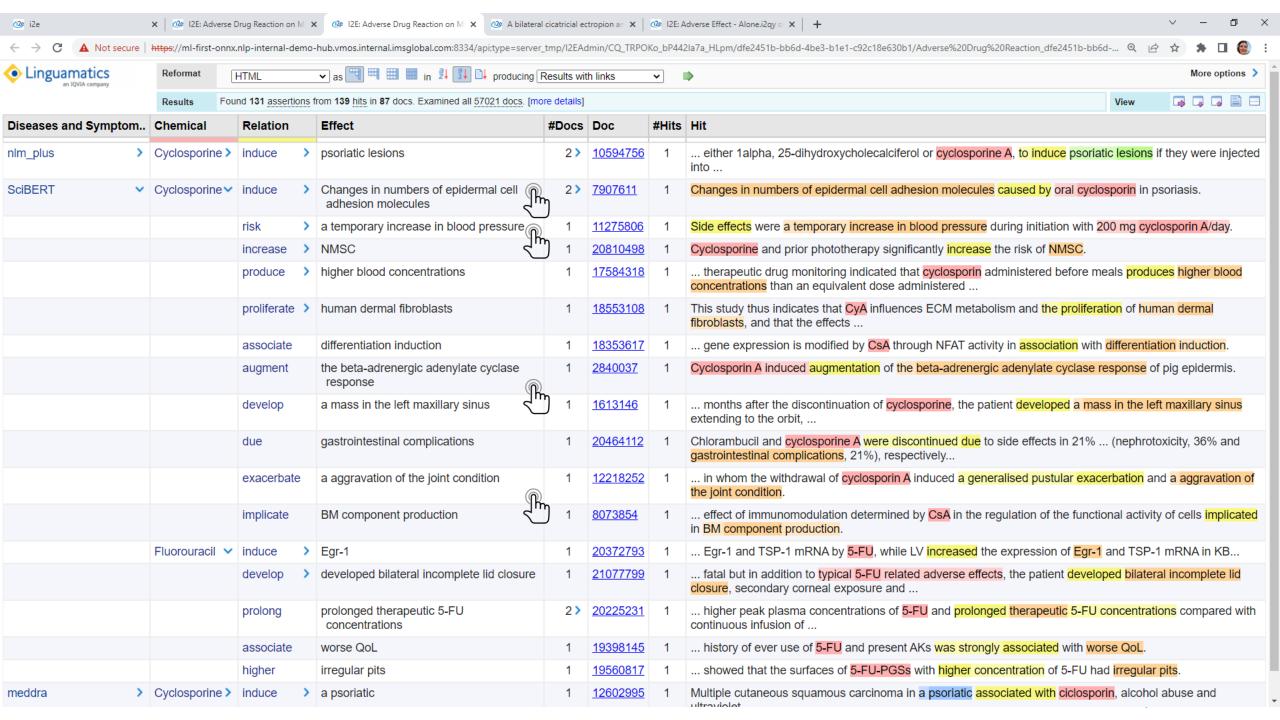
Substances:

Rectal Neoplasms drug therapy





Out of the 88 documents the query hit, SciBERT had unique hits in over 1/3 of them. However, Diseases and Symptoms and MedDRA still matched the greatest number of documents, and are still necessary for high precision and recall. The ML model is ideal for picking up unique or unexpected hits not defined in the ontologies. The NLP rules help us set the context for the ML hits and ensure our results are meaningful.





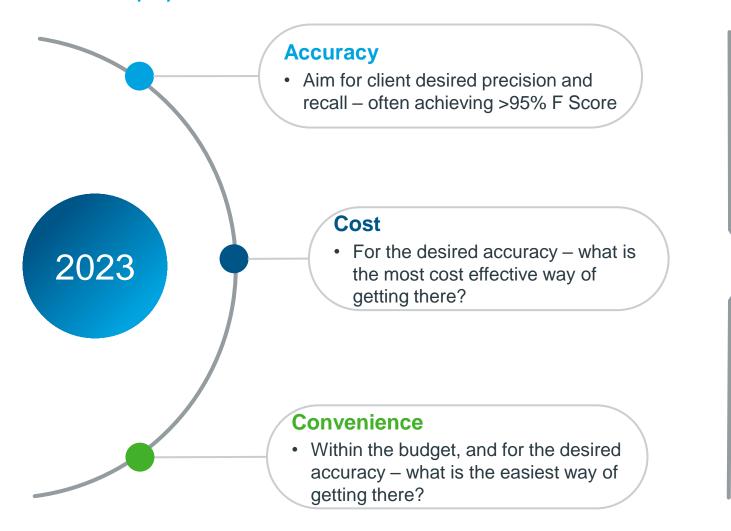
## **Summary**





## Natural Language Processing has evolved over the years

IQVIA NLP has kept pace with these evolutions





- Continue to use a blend of methods to ensure that our clients get the best result possible within their needs
- LLMs are the latest example of NLP methods that can be used within the IQVIA NLP toolkit



QA

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End

