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The Unternehmens-Allianz [alliance of companies] researches as yet unknown effects of known medications

- IMS Health Deutschland, Medesso and Qlaym Healthcare collaborate
- Service for the pharmaceutical industry

Everybody has heard of aspirin. Many of the effects which are known today, such as the protection against heart attacks and strokes, were only discovered as time went by as a result of chance observations after the initial market introduction. A strong alliance of companies with headquarters in Mainz, Frankfurt and Göttingen is now searching for precisely these unknown effects of known medications in a structured manner.

Medesso GmbH (Mainz) has signed extensive agreements with IMS Health Deutschland (Frankfurt) and Qlaym Healthcare (Göttingen) to do this. "Each medication can have unexpected beneficial effects on entirely different diseases. We want to work with our partners IMS Health and Qlaym Healthcare to find the unexpected. But we at least want to find out why certain patients tolerate some medications much better or experience much more successful treatments," says the Managing Director of Medesso, Dr Dierk Heimann. Dr Frank Wartenberg, President Central Europe at IMS Health, explains that "with this collaboration IMS Health is expanding healthcare research. We are creating sophisticated insights into the world of treatment and identifying opportunities to improve the treatment of patients."

Various millions of years of completely anonymised care data (aEMR, anonymised Electronic Medical Records) of patients are available for analysis. "A huge amount of data! This is simply too complex for humans and for normal statistics. But we can use artificial

intelligence methods and the accumulation of expert knowledge to establish and check unexpected hypotheses. It's a type of 'fine metal detector' for the proverbial needle in a data haystack – and it's often also a eureka moment for the experts involved," says Physicist and Qlaym Healthcare Project Manager Dr Rolf Günther. "There is a wonderful quote: *Data is the oil of the 21st century*. Through IMS Health we have the data, in other words *the oil*. And through Medesso and us we have the opportunity to interpret these from a medical perspective, in other words *to refine it*." Initial pilot studies have already been very promising.

IMS Health and Medesso will work together to assess and distribute the complex results of the collaboration on the basis of a strict ethical code. The service is mainly aimed at the pharmaceutical industry but could also be interesting to other stakeholders in the healthcare sector.

You can find more information online via

- [www.imshealth.de](http://www.imshealth.de)
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