

Answer the brand questions that take weeks—in time to act on them.

Atria HIQ is the governed commercial intelligence layer for life sciences. It runs on the data platform you already own and delivers answers your leadership team can defend.

Atria HIQ is a digital knowledge worker for life sciences commercial teams — brand, marketing, sales operations, market access and patient services. It monitors your governed data, tells you what changed and why before anyone asks, answers follow-up questions in plain language, and recommends the next action for the role asking. Every number traces back to the definitions your organization has already approved.

Measured accuracy for consequential decisions

100%

data accuracy¹ — Governed KPIs execute deterministically against your approved definitions. Zero hallucinated numbers.

95%

contextual accuracy¹ — LLM intent resolution and semantic grounding, scored against an SME-validated evaluation set.

One number

The same governed answer for brand, finance and field.

Proven in production at a global specialty biopharmaceutical company.

Enterprise AI is now easy to acquire. Commercial context is not.

Every life sciences commercial organization owns more data, more analytics tools and more AI capability than it did five years ago. The path from a brand question to a brand decision has barely shortened.

A brand manager sees the Northeast slip on day one. Analytics takes the request on day three. The deep dive returns on day ten. On day fourteen the decision is made on instinct, because the window has closed. Analysts spend hours every week reconciling TRx, share and call activity figures that should already agree, and every number that reaches a leadership review is checked by hand before anyone acts on it.

The technology is not the constraint. Three layers have to be present before an AI-generated answer can carry a consequential commercial decision.

¹ Measured in production at a global specialty biopharmaceutical company using the Atria HIQ evaluation harness on SME-validated commercial questions, July 2026. Customer name withheld for confidentiality. Data accuracy: share of governed-KPI answers whose values match the approved definition and source of truth. Contextual accuracy: share of questions where HIQ correctly resolved intent, entities, time frame and market definition.

Decision-ready commercial intelligence

Brand

Marketing

Sales operations

Market access

Patient services

Axtria HIQ – commercial intelligence layer

Life sciences ontology and metric library

Governed KPI definitions, deterministic paths

Clarification before execution

Lineage, audit trail, explainability

Role-based access on the commercial hierarchy

Evaluation harness and SME feedback



Enterprise data

1

Governed and accessible in Databricks, Snowflake or a comparable platform. Storage, compute, data engineering and governance infrastructure live here.



AI capability

2

Approved models and platform services with secure access to frontier models and enterprise AI services.



The commercial intelligence layer

3

The life sciences semantic model, agreed KPI definitions, alignment and payer hierarchies, the ontology relating TRx, access, targeting and call activity, the logic that asks before it guesses, lineage, and the evaluation harness.

THE EXECUTIVE CASE FOR AXTRIA HIQ

Pre-built for life sciences. Governed by your definitions. Running inside your platform.

Axtria HIQ delivers the commercial intelligence layer — compatible with the semantic models you already have — so commercial teams get answers leadership can act on without a manual check.



ASK

Conversational interface —

Business users ask in plain language, in the tools they already use. HIQ clarifies ambiguity before it answers.



ANALYZE

Governed reasoning —

Multi-step analysis across access, alignment, targeting and call activity, executed on your approved KPI definitions with full lineage.



ACT

Digital knowledge worker —

HIQ monitors your data, opens with what changed and why, and delivers a recommended action for each role, before anyone asks.



Commercial context, already modeled

Ontology across brand, payer, territory, HCP and channel. Metric library for TRx, NRx, patient starts, share and persistence and their governed relationships. Alignment handling, including mid-period realignment. Payer and access modeling across plan, formulary tier, volume exposure and pull-through.

Outcome: Teams configure a working commercial model to their definitions instead of encoding one from scratch, typically within 2 weeks.



Governed answers that repeat

For governed KPIs, HIQ executes the definition your organization has approved rather than asking a language model what the metric means. High-stakes metrics run through deterministic calculation paths, so the same question returns the same answer tomorrow, next quarter and in front of leadership.

Outcome: Brand, finance and field see the same number, so leadership debates the decision, not the data.



Clarification before execution

When a question is ambiguous — a geography that spans an alignment change, a metric with competing definitions, an unspecified time frame — HIQ asks before it answers. Where it cannot answer within governed data, it says so and shows what it would need.

Outcome: Fewer confidently wrong answers reach a leadership review.



Every answer shows its work

Each response exposes the sources, tables, joins, filters and calculation logic behind it. SMEs trace a number to source, correct an interpretation and route the correction back. Role-based access follows your commercial hierarchy.

Outcome: Any number can be verified in minutes rather than rebuilt by an analyst.



Runs where your data already lives

Reads from your Databricks lakehouse or Snowflake warehouse under your existing governance, calls the models you have approved, and connects to existing tools and agents through MCP and API. No parallel copy, no data movement, no new security perimeter to certify.

Outcome: No parallel data copy to secure, and a security review scoped to an application running under governance you already operate.



Owned and maintained as a product

Atria runs the evaluation harness and regression testing. Tuning as brands launch, alignments are redrawn and data sources change is included. Accuracy is measured against a validated question set maintained with your SMEs. A model version change does not require re-validating your definitions.

Outcome: Accuracy is measured continuously against your validated question set and protected by regression testing as brands launch and alignments change—without an internal maintenance team.

150+

commercial concepts

2,500+

terms

350+

KPIs

700+

business rules

Seconds

to answer

Zero-copy

no ETL

Model-agnostic

domain layer

Why buy HIQ instead of using technology we already own?

A platform team can stand up conversational querying over the lakehouse. That capability is real. A governed commercial answer requires far more — and each piece is a product someone must design, test, govern, support and enhance.

The build never ends. Definitions drift, brands launch, alignments are redrawn every year and model versions change underneath the application.

The work is the same everywhere. Every manufacturer needs the same life sciences semantic layer. An internal build duplicates work a product spreads across many companies.

Your team's capacity is finite. Every sprint spent on a commercial semantic layer is a sprint taken from the forecasting, modeling and launch planning only your team can do.

Executive Takeaway

Your data platform holds the data. Your approved models supply the reasoning capacity. Atria HIQ supplies the governed commercial layer between a business question and a decision your leadership team can defend — configured to your definitions, maintained as a product and running inside the environment you already govern. HIQ adds value to the technology you already own rather than duplicating it.

Illustrative Example

Why did Brand X lose share in the Northeast last quarter despite a 12% increase in field activity?

A general-purpose copilot's answer:

A chart of share by region by quarter, and its correlation with call volume. Access and alignment effects not isolated. No action recommended.

HIQ's answer.

1 CLARIFY

Current or pre-Q2 alignment? Branded or total molecule market?

2 TEST

Five explanations tested in order: volume or mix, market or position, plan-level access change, mid-quarter realignment, target reach.

3 EXPLAIN

-2.4 pts

Branded share, Northeast, quarter over quarter

-1.8 pts

Two plans moved to non-preferred tier in March

-0.4 pts

Target mix: 61% of added calls landed on deciles 4–6

-0.2 pts

Market and residual effects

4 RECOMMEND

Market access: open contracting and pull-through discussions on the two affected plans. **Field:** redirect added call capacity to high-decile targets below coverage threshold.

Exploring data and answering a commercial question are different jobs.

Search- and AI-driven analytics tools and the conversational assistants built into data platforms are strong at what they were built for. The question for a senior buyer is how much life sciences commercial context has to be added — and maintained — before a general-purpose copilot can support a consequential decision.

What a horizontal copilot does well

Conversational querying without SQL. Chart generation. Summarizing what changed in a dataset. Exploring any industry's schema from a natural-language prompt. For analysts who already understand the data, these are real productivity gains, and nothing in this comparison diminishes them.

Where commercial context becomes the work

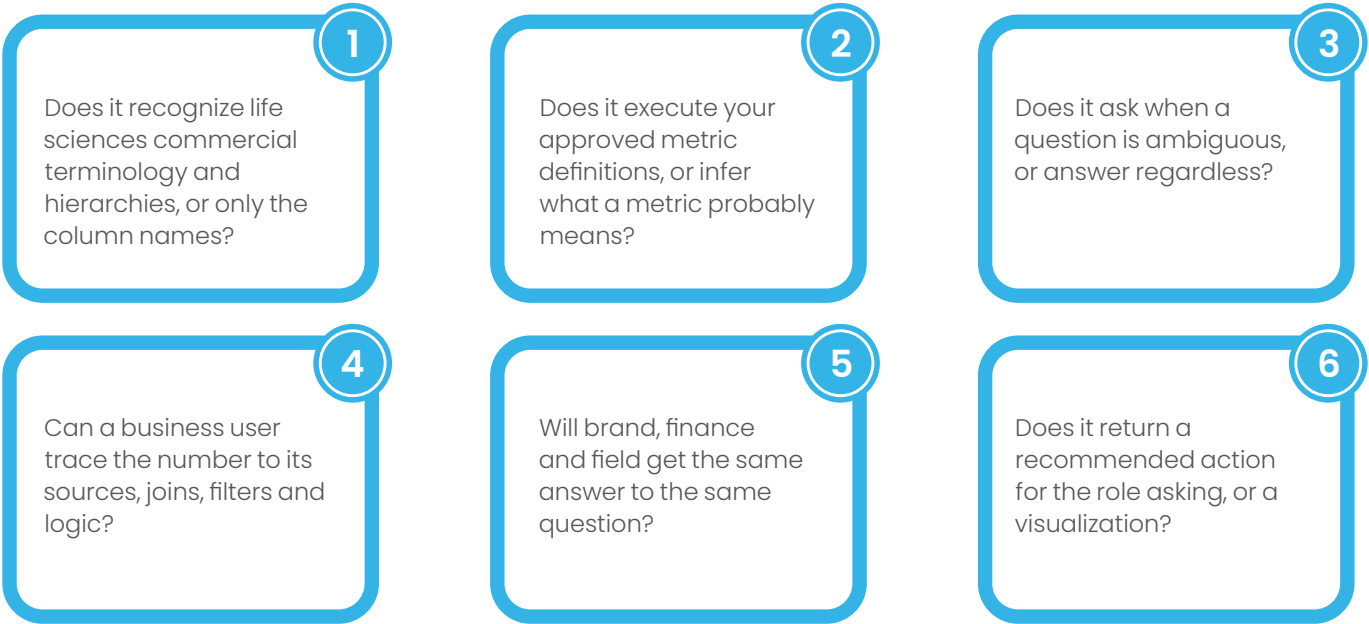
Brand, market access and field leaders need to know why share moved, whether the cause is a formulary change or a targeting problem, how much is recoverable, and what to change before the next cycle. Answering correctly requires knowing that the alignment changed in Q2, that two plans moved tier in March, and that the organization counts new patient starts differently from the market. A general-purpose copilot can read your schema; it has no way to know any of that, and it answers anyway. Closing the gap means the customer supplies and maintains the definitions, hierarchies, rules, clarification logic and validation the copilot lacks — building a commercial intelligence layer of its own and attaching a copilot to it. They also need to know which questions matter this week. A copilot waits for the prompt. HIQ opens with the changes that need attention, so leaders do not have to know the question in advance.



Decision framework

Decision criterion	Horizontal analytics copilot	Axtria HIQ
Design center	Any industry's data; starts from your schema	Life sciences commercial operations; starts from your decisions
Question answered	What happened, and why within the data in scope	Why it happened, and what to do
Who starts the analysis	The user, with a prompt or a preset alert	HIQ, which opens with what needs attention today
Reasoning	Multi-step querying, without commercial context	Multi-step reasoning across access, alignment and targeting
Metric definitions	Uses the definitions the customer encodes and maintains; otherwise infers	Executes your governed, approved definitions deterministically
Ambiguous questions	Typically answers with its best interpretation	Asks a clarifying question first
Evidence shown	Generated queries and reasoning steps	Sources, calculation logic and lineage back to your approved definitions
Commercial workflows	Generic exploration	Decision agents for brand, marketing, sales operations, market access and patient services
Context and ownership	Definitions, hierarchies and rules supplied by the customer	Pre-built, configured to your definitions, maintained by Axtria

Six evaluation criteria for consequential decisions



A horizontal copilot helps a team interact with its data. HIQ is built to interpret that data correctly inside a life sciences commercial decision – the right market definition, alignment, metric logic and next step for the person asking. Leadership must be able to act on the output without an analyst checking it first; HIQ was designed against that standard.

AXTRIA HIQ VS. BUILDING ON DATABRICKS, SNOWFLAKE OR ANOTHER PLATFORM

Your data platform remains the foundation. The decision is whether to own the commercial intelligence product above it.

Databricks and Snowflake are excellent foundations, and Atria HIQ runs on the ones you already have. The question for a platform or data leader is how much of the layer above that foundation to build, govern and maintain internally.

What the platform provides, what the enterprise must still build, what HIQ ships with

Option A – Build internally (What the enterprise must create, integrate, test, govern and maintain)			
Semantic model; governed KPI definitions	Commercial ontology; alignment and payer hierarchies	Natural-language interpretation; clarification logic	Deterministic paths for high-stakes KPIs
Lineage, explainability, role-based access	Role-specific workflows and user experience	Answer validation; SME feedback; evaluation harness	Support, enhancements, model and platform changes
Option B – Start With Atria HIQ (What Atria HIQ ships with, configured to your approved definitions)			
Metric library: TRx, NRx, patient starts, share, persistence	Ontology across brand, payer, territory, HCP and channel; realignment	Purpose-built interpretation; clarification before execution	Deterministic calculation paths; lineage and audit trail
Role-based access on the commercial hierarchy	Decision agents for brand, marketing, sales, access, patient services	SME review routing; evaluation harness run by Atria	Ongoing tuning included; domain layer independent of the model

Your enterprise platform provides (Remains the foundation)

Databricks / Snowflake

Storage
and compute

Data engineering
and governance
infrastructure

Model development
and secure access to
frontier models

Enterprise AI services
and BI tooling

The decision is whether your organization wants to become the long-term product owner of its own commercial intelligence application.

Build in house, or start with Axtia HIQ

Decision criterion	Build in house	Axtia HIQ
Time to value	After the layer is built and validated	Pre-built; configured to your definitions
Engineering capacity	Platform, analytics and SME teams staff it	Data access, definitions and SME validation
Domain modeling	Commercial logic encoded and defended internally	Axtia's deep domain expertise and modelling experience.
Validation	Evaluation framework built, run and staffed	Harness and regression testing run by Axtia
Governance	Controls designed and enforced in house	Built in, aligned to your commercial hierarchy
Maintenance	A permanent internal cost line	Included
Cost profile	Ongoing headcount across platform, analytics and SME teams, plus validation and model-change effort.	Subscription; internal effort limited to data access, definitions and SME validation.
Adoption	Role-specific experiences built per function	Runs inside existing surfaces and workflows
Long-term ownership	You own the product and its roadmap	Axtia owns the product; you own and govern your definitions and configuration.

Building can be the right call when commercial analytics is a capability you intend to differentiate on, you can staff a permanent product team, and your definitions diverge materially from industry practice. Where the commercial layer is necessary but not differentiating, HIQ is built to carry it.

See it in action

The screenshot displays the Axtia HIQ dashboard interface. At the top, a greeting says "Good afternoon, [user name]. Here's what needs your attention today." Below this, there are several sections of updates and insights:

- September 2026** (Sep 28 - Oct 4):
 - Sales Performance**: NYC Metro's NRx share declined 4.5% from a peak of 64.0% in February 2026 to 59.5% in September 2026, while EAST peer districts improved to 63.9%. A callout bubble says: "Opens with what changed — no prompt needed".
 - Healthy Accounts**: 20% of wholesaler accounts are healthy as of 2026-04-01. A callout bubble says: "Shows its work: sources, KPI definition, lineage".
 - Channel Mix**: Quarterly Channel Mix Trend — 340B share jumps to 13.8% in Q1 '26.
- August 2026** (Aug 10 - Aug 16):
 - Portfolio Health Summary**: Only 20% of wholesaler accounts are healthy as of 2026-04-01.
 - Channel Mix**: Quarterly Trend — 340B share jumps to 13.8% in Q1 '26.

On the right side, there are "Recently Asked Questions" and a "Top Questions" section. At the bottom, there is a search bar with the text "Ask me anything...". A callout bubble at the bottom says: "Explains the cause in points of share".

IN PRODUCTION

Proven in production at a global specialty biopharmaceutical company

The company implemented Atria HIQ on its own governed commercial data. Measured with the HIQ evaluation harness against SME-validated commercial questions, every governed KPI answer matched the company's approved definitions and source data, and HIQ correctly interpreted the intent behind the large majority of questions asked.



100%

data accuracy —

Governed KPI answers matched approved definitions and source data. Zero hallucinated numbers.



95%

contextual accuracy —

Questions where HIQ correctly resolved intent, entities, time frame and market definition.

Bring one question. Leave with a governed answer.

Bring the commercial question your team has been waiting weeks to answer. In a working session, we will show Atria HIQ answering it against a representative data set — in your environment or ours — with the sources, the reasoning and a recommended action.

Best for brand, commercial analytics and data platform leaders.

[Book your HIQ working session →](#)

Or request the HIQ technical architecture brief: connect@axtria.com



CONTACT US

+1-877-929-8742
connect@axtria.com

 www.axtria.com

 x.com/Axtria

 facebook.com/AxtriaInc/

 [Axtria – Ingenious Insights](#)

About Atria

Atria helps life sciences companies harness the potential of data science and software to improve patient outcomes by connecting the right therapies to the right patients at the right time. The company is a leading global provider of award-winning cloud software and data analytics to the life sciences industry. We're proud to deliver proven solutions that help pharmaceutical, medical device, and diagnostics companies complete their journey from data to insights to action, enabling them to earn superior returns on their investments. As a participant in the United Nations Global Compact, Atria is committed to aligning strategies and operations with universal principles on human rights, labor, environment, and anti-corruption, and taking actions that advance societal goals.