

Application: 7638

Badal Bharat Shah: Accelerating Drug Launch Success via Smart AI Solutions

<b>Page: General Information</b>
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee’s employer.
<b>Name of Organization/Company</b> QPharma Inc.
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<b>Additional Contacts</b> I do not wish to list additional contacts
<b>Page: Entry Information</b>
<b>Entry Title</b> Badal Bharat Shah: Accelerating Drug Launch Success via Smart AI Solutions
<b>Category</b> P10. Executive of the Year - Healthcare Technology
<b>Executive Nominee Submission Format</b> Written Answers

**a. Briefly describe the nominated executive's employer: the organization's history and past performance (up to 200 words). Required**

Neolytica represents a transformative force in healthcare analytics, emerging as the AI-focused subsidiary of QPharma under the visionary leadership of Badal Bharat Shah. Since its inception, the organization has rapidly evolved from a five-person startup to a robust enterprise employing over 200 professionals, including data scientists, MD/PharmD strategists, engineers, and account directors.

The company's flagship platforms have achieved remarkable market penetration, with Ti Expert™ 2.0 and NotifyMe™ generating approximately \$25 million in revenue while maintaining an impressive 95% renewal rate. These AI-powered analytics solutions have directly supported 145+ pharmaceutical launches across oncology, immunology, rare disease, and COVID-19 treatments, serving over 25,000 senior leaders throughout the global life-sciences sector.

Neolytica's technical sophistication extends beyond traditional analytics through its Ti Risk platform, which employs Bayesian and machine learning classifiers to address opioid-misuse challenges, generating \$3 million in annual recurring revenue. The organization has also pioneered clinical-trial optimization services worth \$4 million annually, while its recent Care-Gap Analytics platform achieved \$2.5 million in first-year revenue across 28 rare-disease cohorts.

The company's commitment to regulatory excellence is evident through its HIPAA-compliant, Part 11-validated infrastructure and GDPR compliance frameworks, establishing Neolytica as a trusted partner for global pharmaceutical enterprises seeking cutting-edge AI solutions.

**b. Outline the nominated executive's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required**

Badal Bharat Shah has revolutionized pharmaceutical operations through his visionary leadership at Neolytica, an AI-focused healthcare analytics subsidiary. As Founder & President, Badal has spearheaded the development of groundbreaking solutions that transform how pharmaceutical companies engage with healthcare providers and accelerate drug launches.

**Technical Innovation Excellence**

Badal's flagship innovations, Ti Expert™ 2.0 and NotifyMe™, leverage advanced artificial intelligence algorithms to optimize communication between Medical Science Liaisons (MSLs), Key Opinion Leaders (KOLs), and healthcare providers. These sophisticated platforms analyze complex data patterns to deliver tailored recommendations for strategic communication, dramatically enhancing engagement effectiveness and operational efficiency across the pharmaceutical industry while reducing time-to-market for critical therapies.

**Exceptional Commercial Impact**

Under Badal's leadership, Neolytica has achieved remarkable commercial success, generating \$20 million in revenue while supporting the launch of over 145 drugs, including critical COVID-19 therapies. His innovative solutions have served more than 25,000 pharmaceutical industry leaders worldwide, demonstrating unprecedented reach and impact in clinical trial recruitment, launch preparation, and commercial outreach activities.

**Industry Recognition**

Badal's exceptional leadership has earned prestigious recognition, including selection among the Top 100 Most Promising Companies in the USA managed by Indians and the Outstanding Leadership Award by Health 2.0, validating his transformative impact on healthcare analytics and pharmaceutical innovation.

**c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other executives in your industry and/or to the nominee's past performance (up to 250 words). Required**

Badal Bharat Shah has distinguished himself as a transformative leader in pharmaceutical analytics through his founding and leadership of Neolytica, an AI-focused healthcare analytics subsidiary. His innovative approach to leveraging artificial intelligence for pharmaceutical operations represents a significant departure from traditional industry practices, positioning him as a pioneer in data-driven healthcare solutions.

Badal's flagship products, Ti Expert™ 2.0 and NotifyMe™, revolutionized how pharmaceutical companies engage with Medical Science Liaisons (MSLs), Key Opinion Leaders (KOLs), and healthcare providers. These platforms deliver tailored recommendations for strategic communication, dramatically increasing engagement effectiveness and operational efficiency across the pharmaceutical ecosystem.

**Industry-Leading Financial Performance**

- \* Generated \$20 Million in revenue, demonstrating exceptional commercial success in a highly competitive market
- \* Achieved explosive business growth recognized through multiple media coverage in major industry publications

**Unprecedented Scale and Impact**

- \* Supported the launch of more than 145 drugs, including critical COVID-19 therapies during a global health crisis
- \* Served over 25,000 pharmaceutical industry leaders worldwide, showcasing remarkable market penetration

**Distinguished Recognition**

- \* Earned Top 100 Most Promising Companies recognition by Silicon India
- \* Received Outstanding Leadership Award by Health 2.0, validating industry peer acknowledgment

**Significance of Achievement** Badal's accomplishments represent a unique convergence of technological innovation, commercial success, and societal impact. His ability to deliver AI-powered solutions that accelerated critical therapy launches while building a multi-million dollar enterprise demonstrates exceptional leadership in transforming pharmaceutical operations through advanced analytics.

**d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional**

Badal Bharat Shah exemplifies transformational leadership as Founder & President of Neolytica Healthcare Analytics Division, a QPharma subsidiary that has revolutionized pharmaceutical operations through artificial intelligence and data science. Under his visionary guidance, Neolytica has generated \$20 million in revenue while supporting the launch of 145+ drugs, including critical COVID-19 therapies that served 25,000+ pharmaceutical industry leaders worldwide.

Badal's innovative Ti Expert™ 2.0 & NotifyMe™ platforms have achieved remarkable market penetration, with 12 of the top 20 pharmaceutical companies now counting among his clients. His leadership delivered 270% business growth in a single year, while maintaining an exceptional 95% client retention rate that demonstrates sustained value creation.

The measurable impact of Badal's strategic initiatives includes 40% penetration among targeted HCP audiences exceeding 10,000 healthcare professionals and 65% product adoption rates for client launches. His commitment to customized analytics solutions, supported by 300+ medical experts conducting sentiment analysis, has disrupted traditional syndicated database approaches.

Industry recognition validates Badal's excellence through Silicon India's Top 100 Most Promising Companies designation and Health 2.0's Outstanding Leadership Award. His healthcare analytics solutions have grown at an average 205% annually, establishing end-to-end KOL mapping strategies that bridge medical and commercial teams. Badal's transformational impact on pharmaceutical analytics, combined with sustained financial performance and industry-wide recognition, demonstrates the exceptional leadership qualities deserving of Executive of the Year recognition.

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