AVERY & RILEY

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AI Vendor Pulse

An advisory briefing on AI vendors selling into pharma & biotech

ISSUE 15 THE EVIDENCE ENGINE GOES AGENTIC — AI IN REAL-WORLD EVIDENCE & HEOR

Truveta	Komodo Health	Verana Health	OM1	Flatiron Health
Health-system EHR data + Truveta Intelligence	Healthcare Map + Marmot AI engine	Specialty registries + AI agents	PhenOM foundation AI + real-world data	Oncology RWD + Telescope AI

Companies featured in this issue may include current or prospective advisory relationships of Avery & Riley. All data is publicly sourced unless otherwise noted; company-stated claims are labeled as such throughout.

WHY THIS ISSUE EXISTS

Real-world evidence is going agentic — from licensed datasets to answers on demand

Real-world evidence now shapes indication strategy, feasibility, market access and, increasingly, regulatory submissions. For years the bottleneck was access: a data licence, an analyst queue, a months-long study. In 2025–26 that changed shape. The leading RWD platforms put conversational and agentic interfaces on top of their data, vendors began publishing how they validate AI-extracted variables, and ownership across the category moved. This issue maps five vendors rebuilding the evidence engine with AI.

WHAT SENIOR LEADERS SHOULD WATCH

01

The interface becomes the product. Truveta Intelligence, Komodo's Marmot, Verana's Agent Claire and Flatiron's Telescope each launched a natural-language or agent layer on its data between Aug 2025 and Sep 2026.[1,2,3,4]

02

Validation is the new moat. Flatiron published a validation framework for AI-extracted oncology data, and OM1 points to a third-party quality rating of its dataset (both company-reported).[5,6]

03

Ownership is in motion. Verana merged with COTA, Flatiron's clinical research business moved to Paradigm Health, and Truveta's CEO announced his retirement.[7,8,9]

The Avery & Riley 10-stage clinical-development taxonomy

Coverage bars throughout this issue map each vendor against the ten trial-lifecycle stages below — a **directional, point-in-time read** of where a vendor appears to operate. Each lit stage is colored by **source class** — **teal** where coverage is publicly documented (named customers or third-party sources), **gold** where coverage is company-stated. This issue's cohort clusters at the bookends: indication strategy and feasibility (P01–P02) and post-trial evidence (P10).

P01 Portfolio / indication strategy	**P02** Protocol design / feasibility	**P03** Site identification / selection	**P04** Study startup	**P05** Recruitment / enrollment
P06 Study conduct / execution	**P07** Monitoring / oversight	**P08** Data management / cleaning / DBL	**P09** Close-out / TMF / inspection readiness	**P10** Post-trial insights / evidence



Directional reads from public materials & directory review — a snapshot, not vendor-reported metrics.

LIFECYCLE FOOTPRINT SNAPSHOT

Where each real-world-evidence vendor plays across the trial lifecycle

VENDOR	P01	P02	P03	P04	P05	P06	P07	P08	P09	P10	FOOTPRINT
Truveta Health-system EHR data + AI	■	■						■		■	4/10
Komodo Health Healthcare Map + Marmot AI	■	■								■	3/10
Verana Health Specialty registries + AI agents	■	■	■		■	■				■	6/10
OM1 PhenOM foundation AI + RWD	■	■			■	■				■	5/10
Flatiron Health Oncology RWD + Telescope AI	■	■								■	3/10

■ Publicly documented (named customer / third-party) ■ Company-stated positioning

The cohort clusters at the bookends — indication strategy and feasibility (P01–P02) and post-trial evidence (P10) — with Verana and OM1 reaching into recruitment and execution. Footprint counts the stages a vendor is positioned to touch; a directional, point-in-time read, not a ranking.

Executive market map

VENDOR	PRIMARY CATEGORY	PROBLEM(S) TARGETED	PUBLIC EVIDENCE SIGNAL
Truveta	Health-system EHR data + AI	Slow, fragmented access to near-real-time EHR evidence for HEOR, development and safety questions.	**Documented.** $320M Series C (Jan 2025) from health systems, Regeneron and Illumina;[10,11] Truveta Intelligence launched Apr 2026.[1]
Komodo Health	Patient-journey graph + AI engine	Weeks-long analytics cycles for market-access, patient-journey and RWE questions.	**Documented.** Marmot launched Aug 2025;[2,12] Alnylam named as first major enterprise customer, expanded Jun 2026.[13]
Verana Health	Specialty registries + AI agents	Fragmented specialty-care data; slow trial site selection and patient finding.	**Merger.** Merged with COTA in Jan 2026 with $52M new equity;[7] AUA registry technology partner.[14]
OM1	Foundation-model RWD + registries	Turning unstructured records into regulatory-grade evidence and outcome predictions.	**Challenger.** Supported a 650,000+ patient submission behind an FDA approval (OM1 role company-stated);[15,16] PhenOM trained on 1B+ patient-years (company-stated).[17]
Flatiron Health	Oncology RWD + AI extraction	Scaling oncology chart abstraction and feasibility analysis with validated AI.	**Roche-owned; restructured.** $1.9B Roche acquisition (2018);[18] Clinical Research business sold to Paradigm (Dec 2025);[8] Telescope launched May 2026.[4]

Signals summarize public materials as of the cited profiles that follow; company-stated claims are labeled as such.

Truveta

LIFECYCLE FOOTPRINT 4/10

HEALTH-SYSTEM-OWNED EHR DATA + TRUVETA INTELLIGENCE

Targets: *The lag between clinical care and usable evidence — near-real-time, de-identified EHR answers for HEOR, development and safety teams, without a months-long data project.*

WHAT THEY DO

- **Truveta Data** pools de-identified EHR records from member health systems; the company says it now covers 140M+ patients, refreshed continuously (company-stated).[19]
- **Truveta Intelligence** (launched Apr 28, 2026) lets users ask natural-language questions of live records; press coverage frames it as faster insight for drug makers into how new therapies perform.[1,20]
- The **Truveta Language Model** extracted cancer staging from clinical notes in a peer-reviewed study announced in Jul 2026 (company-stated).[21]

COMPANY & BACKING

- Founded in 2020 by health systems — Providence, Advocate Health, Tenet Healthcare and Trinity Health — with Terry Myerson, Jay Nanduri and Ryan Ahern.[22]
- $320M Series C (Jan 2025) from 17 health systems, Regeneron and Illumina, at a valuation above $1B; it funds the Truveta Genome Project, which plans to sequence 10M exomes with Regeneron.[10,11]
- CEO Terry Myerson announced his retirement on Sep 15, 2026; co-founders Jay Nanduri and Ryan Ahern became interim co-CEOs.[9]

LIFECYCLE FOOTPRINT — STRATEGY, FEASIBILITY & EVIDENCE

P01 · P02 · P08 · P10

P01	P02	P03	P04	P05	P06	P07	P08	P09	P10
■	■						■		■

$320M[10]
Series C (Jan 2025) at a valuation above $1B, backed by health systems, Regeneron and Illumina

140M+[19]
Patients in Truveta Data (company-stated)

10M[11]
Exomes the Truveta Genome Project plans to sequence with Regeneron

SENIOR-LEADER READOUT

A health-system-owned data utility moving from licensed datasets to conversational evidence, with Regeneron and Illumina behind it. Probe governance: the CEO transition lands while the AI product is only months old.

Company-stated claims summarized from public materials; not a buying recommendation.

Komodo Health

HEALTHCARE MAP + MARMOT AI ENGINE

Targets: *Slow, analyst-bound answers to patient-journey, market-access and evidence questions across fragmented claims and clinical data.*

WHAT THEY DO

- The **Healthcare Map** links de-identified patient encounters; Komodo says it spans 330M+ patients and 1T+ records from 60+ sources (company-stated).[23]
- **Marmot** (launched Aug 20, 2025) is a healthcare-native AI engine built on the Map, positioned across clinical development, market access and RWE; Komodo says it turns weeks-long questions into minutes (company-stated).[2,12]

COMPANY & BACKING

- Private company; in Jun 2026 Web Sun became co-CEO alongside Arif Nathoo and Miles Ennis was named President.[24]
- $220M Series E (Mar 2021, led by Tiger Global) at a reported $3.3B valuation, per a private-market tracker.[25]
- Alnylam is the named first major Marmot enterprise customer; the partnership expanded on Jun 25, 2026.[2,13]

LIFECYCLE FOOTPRINT — INDICATION STRATEGY & EVIDENCE

P01 · P02 · P10

P01	P02	P03	P04	P05	P06	P07	P08	P09	P10

330M+[23]
Patients in the Healthcare Map (company-stated)

1T+[23]
Linked records from 60+ sources (company-stated)

$220M[25]
Series E (Mar 2021), reported by a private-market tracker

SENIOR-LEADER READOUT

The strongest commercial-and-access lens in the cohort, now wrapped in an agentic engine with a named pharma anchor customer. Engage on market access and patient journeys, and ask for the validation evidence behind Marmot's speed claims.

Company-stated claims summarized from public materials; not a buying recommendation.

Verana Health

SPECIALTY REGISTRIES + AI AGENTS

Targets: *Fragmented specialty-care data, and slow trial site and patient finding, in ophthalmology, urology, neurology and now oncology.*

WHAT THEY DO

- **Qdata** curates EHR, claims and imaging data on 90M+ de-identified patients with NLP and ML; Verana also says it is the exclusive curation and analytics partner for the AAO IRIS Registry (company-stated).[26,27]
- **Agent Claire for Life Sciences** (Sep 24, 2026) gives conversational access to disease-specific RWD; **Site Explorer** and **Trial Connect** target site selection and patient finding (company-stated).[3,28]

COMPANY & BACKING

- $150M Series E (Jan 2022) led by Johnson & Johnson Innovation and Novo Growth.[29]
- Jan 8, 2026: merged with oncology RWD company COTA (Verana is the surviving brand), with $52M of new equity from existing investors; terms undisclosed.[7]
- The American Urological Association names Verana its technology partner for the AQUA Registry, with expanded responsibilities from 2025.[14]

LIFECYCLE FOOTPRINT — RWD INTO TRIAL OPERATIONS

P01 · P02 · P03 · P05 · P06 · P10

P01	P02	P03	P04	P05	P06	P07	P08	P09	P10

$150M[29]
Series E (Jan 2022) led by J&J Innovation and Novo Growth

90M+[26]
De-identified patients in Qdata (company-stated)

$52M[7]
New equity alongside the COTA merger (Jan 2026)

SENIOR-LEADER READOUT

The only vendor here that reaches from RWD into trial operations — site selection and patient finding — on top of medical-society registries. The COTA merger just reshaped its oncology story; ask what is integrated versus roadmap.

Company-stated claims summarized from public materials; not a buying recommendation.

OM1

LIFECYCLE FOOTPRINT 5/10

PHENOM FOUNDATION AI + RWD

Targets: *Turning unstructured clinical records into regulatory-grade evidence and outcome predictions without years of manual abstraction.*

WHAT THEY DO

- **PhenOM** is a patented AI platform for digital phenotyping; OM1 says its foundation model was trained on more than one billion patient-years of health history (company-stated).[17]
- OM1 supported a 650,000+ patient real-world submission behind the FDA approval of Hologic's Aptima HPV assay (OM1's role is company-stated); Hologic announced the approval on Jan 26, 2026.[15,16]
- OM1 also markets AI patient finding and outcomes prediction (company-stated).[30]

COMPANY & BACKING

- Boston-based, formerly Better Outcomes; raised a $50M Series C (2019, led by Scale Venture Partners) and announced an $85M financing in 2021.[31,32]
- Aug 2025: Cornerstone AI rated OM1's rheumatoid arthritis dataset (274,000+ patients) high quality — as reported in OM1's own release.[6]
- Dec 2025: a Lancet-published randomized study evaluated an AI decision-support tool built on PhenOM (company release).[33]

LIFECYCLE FOOTPRINT — FEASIBILITY TO EVIDENCE

P01 · P02 · P05 · P06 · P10

P01	P02	P03	P04	P05	P06	P07	P08	P09	P10
■	■			■	■				■

650,000+[15]
Patients in the real-world submission supporting FDA approval (OM1's role company-stated)

1B+[17]
Patient-years of health history in PhenOM training (company-stated)

274,000+[6]
Rheumatoid arthritis patients in the dataset rated by Cornerstone AI (per OM1)

SENIOR-LEADER READOUT

The most direct line from AI-curated real-world data to a regulatory outcome in this cohort, though OM1's contribution to the Hologic approval is described only in its own release. Ask for the submission-level evidence package.

Company-stated claims summarized from public materials; not a buying recommendation.

Flatiron Health

ONCOLOGY RWD + TELESCOPE AI

Targets: *Scaling oncology evidence: extracting trustworthy variables from unstructured charts, and answering feasibility questions in minutes rather than weeks.*

WHAT THEY DO

- Oncology real-world data plus the **OncoEMR** point-of-care system; Flatiron says 5,000+ providers at 220+ community practices use its point-of-care tools (company-stated).[34]
- **Telescope** (May 2026) lets users describe criteria in natural language and see patient counts, attrition and survival without code; it expanded to international data in Oct 2026 (company-stated).[4,35,36]
- The **VALID** framework (Apr 2026) is, Flatiron says, the first peer-reviewed validation framework for LLM-extracted oncology RWD (company-stated).[5,37]

COMPANY & BACKING

- Roche acquired Flatiron in 2018 for $1.9B.[18] In Aug 2024 the Financial Times reported Roche was weighing a sale; no completed sale appeared in the coverage reviewed.[38]
- Dec 2025: Paradigm Health agreed to acquire Flatiron's Clinical Research business and formed a strategic partnership — site and trial-access assets moved out of Flatiron.[8]
- NCCN collaboration renewed through 2028 (Sep 2026), with Telescope introduced to the NCCN network.[39]

LIFECYCLE FOOTPRINT — ONCOLOGY STRATEGY & EVIDENCE

P01 · P02 · P10

P01	P02	P03	P04	P05	P06	P07	P08	P09	P10
■	■								■

$1.9B[18]
Roche's acquisition price for Flatiron (2018)

6M+[36]
Patients in Telescope's global database (company-stated)

5,000+[34]
Providers using Flatiron point-of-care tools (company-stated)

SENIOR-LEADER READOUT

A mature oncology evidence base with the most explicit validation story in the cohort. The signal is structural: trial-access assets moved to Paradigm while Roche's long-term intentions stay unconfirmed — clarify data-rights terms before engaging.

Company-stated claims summarized from public materials; not a buying recommendation.

Three patterns to carry into your diligence

01

The interface is becoming the product

Four of the five vendors launched a natural-language or agent layer on their data in the last 14 months — Truveta Intelligence, Marmot, Agent Claire and Telescope.[1,2,3,4] The question is no longer who holds the data, but who lets your team interrogate it safely.

02

Trust is shifting from volume to validation

Flatiron's VALID framework, Truveta's peer-reviewed staging study and OM1's third-party dataset rating are all company-reported.[5,6,21] Ask how AI-extracted variables compare with expert abstraction, and who has inspected the answer.

03

Ownership and independence are in motion

A merger (Verana–COTA), a divestiture (Flatiron's clinical research unit to Paradigm), a reported sale review at Roche and a CEO transition at Truveta.[7,8,9,38] Diligence data rights and continuity as carefully as model performance.

THE BOTTOM LINE FOR ADOPTION

"Real-world evidence is being rebuilt around questions, not datasets. Leaders who insist on inspectable validation and clear data-rights terms now will decide how much weight AI-generated evidence carries in their development and access decisions."

From market read to executive diligence

EXECUTIVE DILIGENCE QUESTIONS

- Which evidence questions most need speed first — feasibility and cohort sizing, comparative effectiveness, market access, or regulatory-grade submissions?
- How were AI-extracted variables validated against expert abstraction, and can the validation be inspected and reproduced for your use case?
- What are the data-rights, de-identification and re-use terms — and what happens to them if the vendor merges, is sold or changes leadership?
- Is the agentic layer in production or on the roadmap, and how are its answers traced back to governed source records for GxP and regulatory use?

SUGGESTED CATEGORIES FOR FUTURE ISSUES

- Site payments, budgeting & trial finance
- Manufacturing, CMC & batch-record AI (Pharma 4.0)
- AI in regulatory information management (RIM) & submissions
- AI medical information & call-center (MICC)
- Participant engagement & retention

Source standard. All data is publicly sourced unless otherwise noted. Company-stated claims are labeled as such and summarized from public materials; they are not independently validated performance guarantees.

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