



"That is the business we are finding ourselves in. It was a tough start, but we are starting to see significant growth; in particular this year."

The value of new orders from informatics was a comparatively modest £840,000 in the first nine months of 2019.

But it's the growth trajectory and the longer-term potential of informatics that excites Baxter and Instem chief executive Phil Reason.

#### KnowledgeScan platform

The technology is based around the firm's KnowledgeScan platform, which enables rapid, systematic analysis of millions of available data records.

It means Instem can collect and present intelligence that is relevant to specific commercially-sensitive medical issues such as unexpected side-effects or toxicities.

The sophisticated technology uses artificial and augmented intelligence techniques and a "rigorous process and methodology", according to analysts at Progressive Research.

#### Significant potential

Over time, the company could look to sell subscription services to its growing catalogue of TSAs, providing a continuous revenue stream to augment the current "per target" model, Progressive reckons. Equally, there may be an opportunity to sell the software, it added.

"The target safety assessment process is just the first application of generic capability," CEO Reason told Proactive.

"That's a decent-sized market in itself but as our capabilities build their own momentum we will look at where next to deploy this technology."

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