

Meet Synapse: the platform that brings clarity to complex data

Scientific data never stands still. Medical teams face overwhelming data and competing priorities. From publications and KOL activity to congress outputs and competitor moves, information arrives fast and in volume.

Bioscript Data Insights (BDI) helps clients cut through the noise, turning information into intelligence, and intelligence into impact.

Now the future of Medical Affairs intelligence is here. This expertise comes together in one place: Synapse by Bioscript Data Insights. **This FAQ document is your guide to what Synapse is, why it exists, who it's for and what sets it apart.**

1. What is Synapse?

Synapse by Bioscript Data Insights is a connected intelligence platform designed to help scientific and strategic teams act with clarity and confidence. It unites Bioscript's leading data capabilities in one ecosystem, so teams can identify key data, spot emerging trends and plan their next steps more effectively.

Built on proven tools already delivering impact, such as KOL mapping, congress intelligence, evidence generation and predictive publication insights, Synapse makes insights faster, more connected and more actionable.

2. How does Synapse work?

Synapse connects multiple sources and millions of data points of truth through a single AI-augmented interface. It identifies patterns, predicts what's next, and helps teams focus where it matters most.

The platform combines trusted BDI tools with new capabilities, all working together in one seamless experience:

- **KOL mapping dashboard**

Integrates publication and social data to identify key influencers and networks, so you can engage the right experts at the right time.

- **Congress intelligence dashboard**

Tracks sessions, speakers and social activity in real time, offering a live view of the insights shaping your therapy area.

- **Evidence generation dashboard**

Visualises publication and citation data to reveal gaps, guide strategy and strengthen your scientific narrative.

- **Predictive publication planning**

Forecasts where and when new publications are likely to appear, so teams can plan proactively, not reactively.

Together, these modules help teams move from data to action: more quickly, more clearly, and with greater confidence.



3. Who is Synapse for?

Synapse is built for scientific, communications and strategy teams across pharma and biotech. It's designed for those who need clarity from complexity, whether shaping global strategy or executing locally.

The platform also supports commercial, competitive intelligence and clinical functions that rely on timely, actionable insight to guide engagement and planning.

Wherever you sit in the organisation, Synapse adapts to your priorities, delivering insight aligned to your therapeutic focus and programme needs.

4. Why does Synapse matter?

Most teams are surrounded by more data than ever, yet much of it sits in silos. Synapse brings it all together, helping you see the full picture, prioritise with confidence and act with speed.

With Synapse, you can:

- **Focus on the right opportunities at the right time**
- **Anticipate competitor activity and spot gaps early**
- **Plan congress and publication strategies with predictive accuracy**
- **Strengthen scientific storytelling with data-led narratives**

In a landscape defined by complexity, Synapse helps you stay ahead — translating information into strategy, faster.

5. What makes Synapse different?

Synapse stands out because it leverages AI capabilities with Bioscript Group's expert consultancy, offering clients not just insights, but interpretation and action.

- **Integrated and intuitive**

All insights in one place: clear, visual and connected.

- **Predictive and proactive**

Designed to anticipate, not just react, so you're always one step ahead.

- **Tailored and adaptive**

Aligned to your therapeutic priorities, programme needs and team structures.

- **Driven by partnership**

Backed by a team of senior experts and data scientists who translate insights into action.

- **Continuously evolving**

Regular enhancements ensure the platform keeps pace with your needs, and the markets.

Synapse brings together the intelligence, technology and consultancy that helps you turn complexity into clarity.



Ready to see Synapse in action?

Synapse is reshaping how pharmaceutical teams think, plan and act. It empowers you to move faster, think smarter and make more confident decisions, by transforming data into clarity.

Arrange your personalised demo with Bioscript Data Insights — learn more and watch the video here: bioscriptgroup.com/synapse