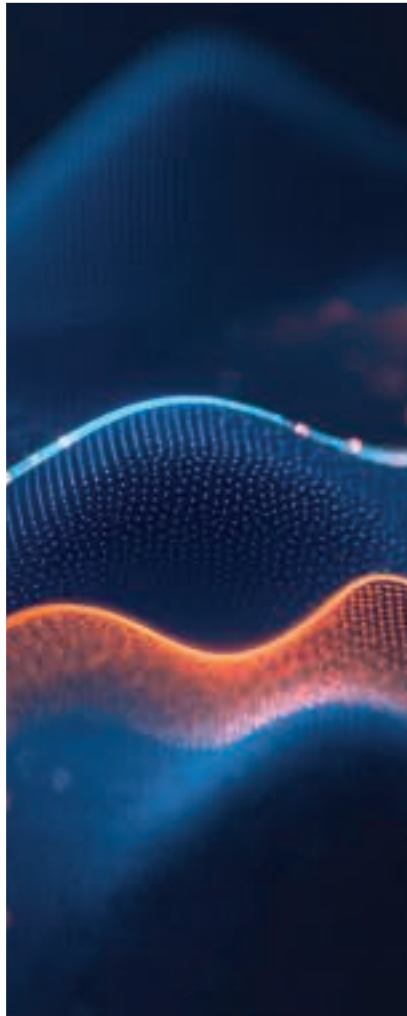


FROST & SULLIVAN
BEST PRACTICES



2026

GLOBAL DIGITAL MEDICAL
AFFAIRS SOLUTIONS

**ENABLING TECHNOLOGY
LEADERSHIP**



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Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. SciMax Global excels in many of the criteria in the digital medical affairs solutions space.

RECOGNITION CRITERIA	
<i>Technology Leverage</i>	<i>Customer Impact</i>
Commitment to Innovation	Price/Performance Value
Commitment to Creativity	Customer Purchase Experience
Stage Gate Efficiency	Customer Ownership Experience
Commercialization Success	Customer Service Experience
Application Diversity	Brand Equity

Navigating Complexity in Global Medical Affairs: The Digital Imperative

The global digital medical affairs solutions market is evolving significantly, transitioning from fragmented, support-oriented systems to strategic, technology-enabled platforms central to pharmaceutical (pharma) operations. Traditionally, medical affairs functions rely heavily on manual processes, siloed systems, and region-specific workflows. However, the growing complexity of drug development, heightened regulatory scrutiny, and the demand for real-world evidence (RWE) position medical affairs as a critical driver of scientific communication and stakeholder engagement.¹

Persistent structural challenges accompany this evolution, constraining efficiency and scalability. One of the most prominent is regulatory fragmentation. Global pharma companies must navigate divergent requirements across jurisdictions, such as the United States (US) Food and Drug Administration, the European Medicines Agency, and other regional bodies. These differences often lead to duplicated effort, delays in approvals, and increased operational costs, despite ongoing harmonization efforts through frameworks such as the International Council for Harmonisation.² In parallel, data fragmentation and interoperability are systemic issues across healthcare ecosystems, with segregated infrastructures limiting the effective use of data and hindering decision-making.³

¹ <https://gbei.org/articles/strategic-management-of-digital-transformation-in-medical-affairs-how-successful-organizations-deliver-value/>

² <https://insilicominds.com/fda-works-through-ich-to-support-global-drug-development-creating-harmonized-technical-standards-through-guidelines/>

³ <https://healthmanagement.org/c/healthmanagement/IssueArticle/from-fragmentation-to-flow-unlocking-the-full-potential-of-health-data>

“SciMax designs its platform specifically for medical affairs rather than adapting a generic CRM, custom cloud, or cross-industry workflow system. This verticalized approach reflects a deep understanding of regulated scientific workflows, where accuracy, consistency, auditability, and regional compliance are essential.”

**- Rabin Dhakal,
Best Practices Research Analyst**

Additional pressures emerge from the increasing volume and complexity of medical inquiries, the need for high-quality, compliant data, and the shift toward omnichannel engagement models. Medical affairs teams must now manage interactions across diverse stakeholders, including healthcare professionals, patients, and regulatory bodies, while ensuring accuracy, consistency, and traceability. The expansion of digital health technologies, including electronic health records, artificial intelligence (AI)-driven

analytics, and RWE platforms, increases the opportunity and the complexity of managing medical information at scale.

To address these challenges, the industry is increasingly adopting integrated, platform-based solutions and AI-enabled technologies that enable end-to-end workflow management, automation, and data harmonization. Modern systems emphasize interoperability, centralized data models, and embedded compliance mechanisms, allowing organizations to move from fragmented operations to coordinated, insight-driven ecosystems.⁴ AI, particularly through workflow automation and advanced analytics, improves response times, enhances accuracy, and enables scalable scientific engagement.

SciMax Global (SciMax) addresses these challenges through a purpose-built digital platform designed specifically for medical affairs operations. The company combines domain-specific workflow depth, configurable global deployment, embedded compliance controls, and AI-driven automation to help life sciences organizations move from fragmented, manual, and regionally inconsistent processes toward structured, auditable, and scalable medical affairs operations.

Innovation Engineered for Scientific Precision and Scale

SciMax is a Princeton, New Jersey-headquartered technology company dedicated exclusively to advancing scientific communications and medical affairs within the pharma and life sciences sectors. The company builds a strong reputation by delivering a unified, cloud-based platform that integrates multiple medical affairs programs into a cohesive and scalable environment. Through this approach, SciMax enables pharma companies, biotechnology (biotech) firms, and service providers to streamline complex workflows, enhance scientific exchange, and generate actionable insights that support better patient outcomes. Its solutions emphasize the use of automation, structured data, and analytics to improve operational efficiency while maintaining the highest standards of compliance and scientific accuracy.

SciMax designs its platform specifically for medical affairs rather than adapting a generic customer relationship management (CRM), custom cloud, or cross-industry workflow system. This verticalized approach reflects a deep understanding of regulated scientific workflows, where accuracy, consistency, auditability, and regional compliance are essential. The platform supports large pharma companies, mid-size innovators, emerging biopharma companies, medical affairs service providers, contact centers, publication agencies, and sponsorship and grants teams through configurable workflows rather than one-

⁴ <https://www.who.int/news/item/17-10-2025-empowering-countries-to-harness-digital-health-for-stronger-health-systems>

size-fits-all templates. The company began with Medical Information and expanded into a broader Medical Affairs ecosystem covering Medical Information, scientific publications, sponsorship and grants, investigator-initiated trials, expanded access, and collaboration portals.

“SciMax further differentiates itself through its unified data model and centralized configuration approach. The company configures core scientific content, product information, and process frameworks and utilizes them across global operations, while still allowing for necessary localization aligned with regional regulatory standards and language requirements.”

**- Surbhi Gupta,
Industry Principal, GOA**

The hallmark of SciMax’s innovation strategy is its transition into AI-native architecture through its agentic AI framework, ARIN. ARIN embeds intelligent agents directly within operational workflows, automating specific tasks such as inquiry triage, classification, and process orchestration. These agents operate within real-world processes and support human users through guided decision-making and execution, ensuring efficiency and compliance in highly regulated environments.

Equally significant is the company’s creative approach to product development through its strategic innovation partnership model. The company engages customers as

co-innovation partners and integrates real-world insights into its design and development processes. Clients participate in roadmap discussions, prototype validation, and workflow design workshops, which help them align new capabilities with evolving industry needs. This model accelerates innovation cycles and ensures a high degree of product relevance and usability at the point of deployment.

Frost & Sullivan recognizes SciMax for its purpose-built innovation strategy, combining specialized platform design with AI-native and a customer-driven collaborative model. The company’s ability to translate innovation into practical, workflow-level transformation underscores its leadership in transforming medical affairs technology.

Architecting Efficiency through Integrated Platform Design

SciMax’s platform’s modular and highly configurable design allows organizations of varying sizes and operational models to tailor workflows according to their specific needs. Whether supporting a large global pharma company or an emerging innovator, the platform adapts seamlessly through configurable workflows, review processes, and governance structures. This flexibility is particularly critical in medical affairs, where workflows differ by organization, geography, therapeutic area, and regulatory requirements.

SciMax further differentiates itself through its unified data model and centralized configuration approach. The company configures core scientific content, product information, and process frameworks and utilizes them across global operations, while still allowing for necessary localization aligned with regional regulatory standards and language requirements. This “configure once, deploy globally” capability significantly reduces duplication of effort and ensures consistency in scientific communication across markets, while maintaining strict compliance with local regulations. The platform is further supported by a robust four-tier cloud infrastructure spanning development, validation, production, and disaster recovery environments, ensuring system resilience, compliance, and uninterrupted global operations.

The platform's architecture also enables the consolidation of historically fragmented global medical information operations into a single system. In a top 20 pharma deployment, SciMax supported the integration of medical information processes across the US, Europe, Japan, and the Asia-Pacific. The platform allows core scientific and product information to be configured centrally and reused globally, while regional teams localize content, language, workflows, compliance rules, and transparency requirements.

Likewise, the platform streamlines stage-gate processes by reducing manual intervention and automating key workflow steps. It implements activities that traditionally rely on manual intake, classification, and coordination within structured, system-driven workflows, leading to faster turnaround times, improved accuracy, and stronger audit readiness. Built-in compliance mechanisms, audit trails, and transparency further ensure that organizations can meet stringent regulatory requirements without sacrificing operational speed.

Through its integrated architecture, configurable design, and workflow-driven execution, SciMax enables life sciences organizations to move beyond incremental system improvements toward a fully optimized, efficient, and globally scalable medical affairs operating model.

Commercial Momentum Built on Differentiation and Trust

SciMax translates its purpose-built medical affairs platform into tangible, enterprise-scale adoption across the global pharma landscape. The company's solutions have gained traction among top-tier life sciences organizations, validating the robustness of its technology and its alignment with real-world operational requirements. This level of adoption is particularly significant in a sector characterized by stringent regulatory expectations, complex workflows, and cautious technology adoption cycles.

An important aspect of SciMax's commercial success is its ability to serve a wide spectrum of customers, ranging from large multinational pharma companies to mid-size innovators, emerging biotech firms, and specialized medical affairs service providers. This breadth of adoption reflects the platform's scalability and adaptability, enabling organizations with varying levels of complexity and maturity to implement and expand its solutions effectively. This commercial momentum is further evidenced by the company's reported global customer base of more than 50 direct clients, spanning large pharma companies, mid-size biopharma organizations, emerging innovators, and specialized medical affairs service providers. SciMax provides configurable, modular capabilities and ensures that customers can begin with a single program, such as medical information, and progressively extend across additional areas within medical affairs.

SciMax reinforces competitive positioning by offering a specialized alternative to legacy systems, customized CRM deployments, and generic workflow platforms that often lack deep medical affairs functionality. In competitive evaluations, customers selected SciMax for its domain-specific capabilities, configurable workflows, embedded compliance controls, and ability to support complex medical affairs operations across regions and programs. This positioning is especially relevant as life sciences companies seek platforms that can scale beyond point solutions without requiring extensive customization.

Importantly, commercialization success is not limited to initial adoption but extends to sustained customer trust and retention. The company reports strong customer continuity and ongoing expansion within its existing client base, indicating consistent value delivery and alignment with evolving customer

needs. In parallel, SciMax actively deploys the platform in production environments rather than remaining confined to pilot programs, underscoring its maturity and readiness for enterprise-scale use.

Frost & Sullivan is impressed by SciMax's strong market traction, reflected in its adoption across leading global pharma companies, its consistent success in competitive evaluations, AI-Native foundations and its ability to drive sustained customer expansion.

Comprehensive Coverage Across the Medical Affairs Ecosystem

SciMax's platform spans multiple interdependent Medical Affairs functions. SCIMAX MI supports medical information intake, triage, fulfilment, analytics, adverse event and product complaint workflows, and multichannel response management. SCIMAX PUBS facilitates publication planning, project tracking, author collaboration, document review, comment consolidation, e-signing, and knowledge sharing. SCIMAX CP enables collaboration portals for medical information access, inquiry submission, content retrieval, medical science liaison engagement, events, publications, adverse events/product quality complaints reporting, and stakeholder self-service. The sponsorship and grants portfolio includes SCIMAX IIT for investigator-initiated and collaborative research, SCIMAX GRANTS for grants lifecycle management, and SCIMAX EAP for expanded or managed access programs.

This breadth is important because medical affairs teams rarely operate through isolated workflows. Medical inquiries, scientific publications, investigator engagement, grants, expanded access, adverse event reporting, and external stakeholder interactions often overlap. SciMax's value lies in bringing these workflows into a connected environment where customers can begin with one program and expand across adjacent medical affairs functions as organizational needs mature.

Across these programs, the platform supports a wide range of users, such as large pharma organizations, emerging biotech firms, medical affairs service providers, and specialized agencies. This multi-persona capability underscores its adaptability to different operational models and organizational complexities. Moreover, the ability to operate across the drug lifecycle, from early development through post-launch activities, further expands its applicability and value proposition.

Frost & Sullivan praises SciMax for delivering comprehensive application coverage across the full medical affairs landscape, enabling organizations to manage diverse, interdependent functions within a single integrated platform.

Transforming Workflows through Agentic AI Execution

SCIMAX ARIN advances the platform from workflow digitization to workflow execution support. ARIN embeds agents directly into medical affairs workflows. These agents support specific operational steps such as email triage, and case intake, response recommendation, response package composition, fulfilment, adverse event and product complaint dispatch, predictive quality assurance, retrospective quality assurance, MI Smart Chatbot for AI-powered answers based on approved Medical Information content, Plain Language Generation to transform complex clinical and scientific content into accurate, patient-friendly summaries, Journal and Congress Suggestor, Strategic Publication Planning based on resources availability, past performance, and portfolio insights, AI Assisted Scientific Authoring, Plagiarism Detection and Advanced Post Publication Intelligence. This workflow-level design differentiates ARIN from

generic large language model tools because the AI is connected to defined medical affairs processes, data structures, compliance expectations, and human review points. The clearest production example is ARIN's medical information email triage agent. The agent reads inbound inquiry emails, identifies referenced products, classifies inquiry types, detects request intent and priority, extracts relevant metadata, creates a structured case record, and routes the case to the appropriate workflow. SciMax states that activities requiring a medical information specialist approximately 45 to 60 minutes to review, interpret, and create a case can now be completed in one to two minutes or less, enabling the specialist to focus on resolution rather than intake and manual data entry.

The platform's multi-agent architecture further enhances its scalability and sophistication. Different agents operate through various steps within a workflow, enabling modular automation tailored to specific operational requirements. This capability is complemented by a human-in-the-loop design, ensuring that automation remains compliant with regulatory standards and adaptable to organizational governance needs. Users can activate or deactivate specific agents depending on compliance constraints, creating a controlled and flexible adoption model suited for life sciences environments.

Notably, SciMax advances beyond experimentation to production-grade AI deployment. It embeds agentic AI capabilities within customer environments, supporting real-world use cases such as email triage within medical information workflows. This feature demonstrates technological maturity and a strong alignment with customer expectations for reliability, accuracy, and operational impact.

By integrating intelligence directly into the fabric of its software-as-a-service platform, SciMax is transforming the role of AI in medical affairs, transitioning it from a supportive tool to an operational driver of transformation.

Co-Innovation as a Catalyst for Continuous Advancement

SciMax integrates customer-centricity into its innovation and delivery model through its strategic innovation partnership framework, a differentiated approach that transforms customers into active co-creators of the platform. The company collaborates closely with its clients throughout the development lifecycle, ensuring that real-world operational needs directly shape product evolution.

This co-innovation approach is especially important for ARIN. Agentic AI development in medical affairs requires more than software engineering; it requires subject matter experts' validation from customers because agents must operate within regulated workflows involving scientific accuracy, safety reporting, quality checks, compliance rules, and regional governance. SciMax uses its innovation partnerships to test, refine, validate, and scale ARIN agents, helping customers move from AI experimentation toward production-ready workflow automation.

Furthermore, the partnership model delivers mutual value. Customers benefit from early access to new features, influence over product direction, and the ability to shape solutions that directly impact their operational efficiency. In parallel, SciMax benefits from faster innovation cycles and stronger alignment with market needs, creating a reinforcing loop of continuous improvement.

Real-world implementations further validate this approach. In use cases such as SCIMAX MI deployments, organizations have achieved measurable improvements in compliance visibility, process standardization,

and operational efficiency, strengthening the effectiveness of collaborative design and deployment models in complex medical affairs environments.

For example, in one engagement involving a novel drug-device product launch, SciMax implemented a fully validated SciMax MI platform within 10 weeks, enabling the customer to establish a compliant, centralized medical information system with enhanced audit readiness, real-time analytics, and improved response workflows.

In another large-scale implementation supporting a multi-client medical information contact center, SciMax reports measurable outcomes, including a 30% reduction in response times and a 25% reduction in operational costs, demonstrating the tangible impact of its collaborative deployment and optimization approach.

Frost & Sullivan applauds SciMax for its distinctive cooperative model, which actively integrates customer expertise into product development and accelerates deployment of advanced capabilities. This partnership-driven approach strengthens alignment with market needs and reinforces long-term customer value creation.

Conclusion

SciMax Global (SciMax) delivers the depth of functionality required to manage highly regulated, complex medical affairs workflows across life sciences organizations. Through SciMax ARIN, the company is advancing from AI-assisted workflows to an AI-native operating model, embedding Agentic AI directly into core business processes. This capability drives measurable improvements in efficiency, reduces manual effort, and enhances consistency in scientific communication. SciMax's highly configurable platform architecture reinforces these technological strengths, enabling global scalability while preserving local regulatory and operational nuances.

Likewise, strong adoption among top-tier pharmaceutical companies, consistent expansion across programs, and a proven track record of competitive wins underscore the company's credibility and relevance in a demanding market. Its strategic innovation partnership model further amplifies this commercial momentum, ensuring that customers actively contribute to product evolution, accelerating time-to-value, and strengthening long-term alignment.

SciMax is presented with Frost & Sullivan's 2026 Global Enabling Technology Leadership Recognition for its strong overall performance in the digital medical affairs solutions industry.

What You Need to Know about the Enabling Technology Leadership Recognition

Frost & Sullivan's Enabling Technology Leadership Recognition identifies the company that applies its technology in new ways to improve existing products and services and elevate the customer experience.

Best Practices Recognition Analysis

For the Enabling Technology Leadership Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

Technology Leverage

Commitment to Innovation: Continuous emerging technology adoption and creation enables new product development and enhances product performance

Commitment to Creativity: Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

Stage Gate Efficiency: Technology adoption enhances the stage gate process for launching new products and solutions

Commercialization: Company displays a proven track record of taking new technologies to market with a high success rate

Application Diversity: Company develops and/or integrates technology that serves multiple applications and multiple environments

Customer Impact

Price/Performance Value: Products or services offer the best ROI and superior value compared to similar market offerings

Customer Purchase Experience: Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

Customer Ownership Excellence: Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

Customer Service Experience: Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®

Best Practices Recognition Analytics Methodology

Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

		VALUE IMPACT	
STEP		WHAT	WHY
1	Opportunity Universe	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	Transformational Model	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	Ecosystem	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	Growth Generator	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	Growth Opportunities	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	Frost Radar	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	Best Practices	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	Companies to Action	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

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Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- Megatrend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)

