



Conduent Applies GenAI to Revolutionize Detection of Reportable Events and Sets New Standard for FDA Compliance

November 5, 2025 at 8:45 AM EST

Powered by Microsoft Azure OpenAI, new solution automates reportable event detection for Pharma & Life Sciences companies across every customer channel

FLORHAM PARK, N.J.--(BUSINESS WIRE)--Nov. 5, 2025-- [Conduent Incorporated](#) (Nasdaq: CNDT), a global technology-driven business solutions and services company, today announced the launch of a new GenAI-powered reportable event detection solution that dramatically improves the identification of events and empowers healthcare companies to uphold the highest standards of patient safety, both of which are critically important.

Built on Microsoft Azure OpenAI, Conduent's reportable event detection solution enhances the speed, accuracy, and consistency to identify incidents that must be provided to the Food & Drug Administration (FDA) for compliance. These events include adverse reactions, product complaints, and usability issues that could arise across millions of customer interactions.

Why It Matters

Pharma and Life Science companies handle countless interactions with customers every day via emails, chats, voice calls, texts, faxes, and social and digital platforms, and within these interactions is vital information that potentially must be reported to the FDA.

Real-world examples of reportable events

- A patient emailing about unexpected dizziness after taking a prescribed medication.
- A caregiver calling to report a child's rash after using a topical cream.
- A customer texting that their insulin pen malfunctioned during use.
- A chatbot conversation revealing confusion over dosage instructions.
- A social media post describing a broken inhaler or packaging defect.

Setting New Standard for Compliance

Quality control to ensure the highest standards of quality, accuracy, and compliance are met is typically a manual process that can only randomly evaluate a small percentage of customer interactions. This new GenAI-powered solution can review nearly 100% of interactions across all channels, using GenAI to analyze language, context, and compliance rules to revolutionize the identification of reportable events.

"Patient assistance programs and [medical information engagements](#) are complex and data-rich, which is perfect for GenAI," said Kimberly Marshall, Head of Commercial Solutions and Account Management at Conduent. "By combining AI with deep compliance expertise, we're helping clients report faster, more accurately, and more consistently while saving time and money."

This solution integrates GenAI with logical reasoning, AI-driven search, client-specific rules, training materials, and regulatory framework, backed by Conduent's infrastructure, to automate the capture and classification of reportable events.

Key Benefits:

- **Enhanced Efficiency:** Streamlines the process of identifying reportable events, saving time and reducing manual efforts.
- **Quality and Consistency:** Understands the variability of consumer language to better identify potential reportable events and product quality complaints, and provides consistent, high-quality reporting.
- **Regulatory Compliance:** Enables adherence to FDA regulations and other compliance standards, minimizing the risk of penalties. Life Science companies can use the data to enhance their marketing strategies, product packaging and user experiences while ensuring compliance with FDA regulations.

The Conduent reportable event detection tool is another collaboration where [Conduent leverages Microsoft Azure OpenAI](#) to drive quality, improve customer experience, and save cost.

About Conduent

Conduent delivers digital business solutions and services spanning the commercial, government and transportation spectrum – creating valuable outcomes for its clients and the millions of people who count on them. The Company leverages cloud computing, artificial intelligence, machine learning, automation and advanced analytics to deliver mission-critical solutions. Through a dedicated global team of approximately 56,000 associates, process expertise and advanced technologies, Conduent's solutions and services digitally transform its clients' operations to enhance customer experiences, improve performance, increase efficiencies and reduce costs. Conduent adds momentum to its clients' missions in many ways including disbursing approximately \$85 billion in government payments annually, enabling 2.3 billion customer service interactions annually, empowering millions of employees through HR services every year and processing nearly 13 million tolling transactions every day. Learn more at www.conduent.com.

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Source: Conduent Incorporated