



CADENCE
COMMUNICATIONS & RESEARCH

INTRODUCING AURA: FAQ

What is Cadence AURA?

AURA is an AI-powered research assistant that turns your past and current studies into something you can actually use in real time. Instead of digging through decks, transcripts, and data files, you can just ask a question and get a clear, source-backed answer.

How can AURA help me in my day-to-day work?

AURA helps you move faster and go deeper without starting from scratch every time. You can:

- Ask questions across multiple studies and get a single, synthesized answer
- Spot patterns and shifts you may have missed (even across waves or brands)
- Generate new insights, not just retrieve what already exists
- Create drafts of screeners, discussion guides, or summaries based on prior work

In short: less time searching, more time thinking.

It uses structured evaluation frameworks and is continuously calibrated by Cadence experts to ensure high-quality, grounded outputs..

Can I trust the output?

Yes. AURA is designed to think like a market researcher, not just summarize text. It uses structured evaluation framework, LLM-as-judge validation, and continuous calibration by experts to maintain high quality, clinically grounded outputs (91–93%).

Every answer is tied back to original sources, so you can always see where insights are coming from.

Can AURA understand complex market research data (data tables, transcripts, etc.)?

Yes, AURA is built to handle data that pharma teams actually work with: data tables, interview transcripts, word documents, presentations, and more. It preserves structure and context, so you're not losing meaning when you ask questions.

Is my data safe?

Yes. This is a core design principle, not an afterthought. Your data stays fully isolated in a dedicated environment with no mixing across clients.

Will my data be used to train public AI models?

No. Your data is never used to train external or public models. AURA operates within a secure, closed environment with strict controls to prevent data leakage.

What kind of security is in place?

AURA uses enterprise-grade protections, including:

- Private cloud environments (VPC controls)
- HIPAA-grade encryption
- Strict access controls and stateless processing

The goal is simple: your data stays yours.

How will AURA evolve?

AURA is built to grow with your needs.

Future capabilities include deeper analytics, broader integrations, and expanded support for strategy development and decision-making.

What is the overall value of AURA?

AURA turns static research into a living system you can actually learn from. It helps teams move faster, make better decisions, and get more value out of the work they've already done.