Biotechnology Case Study

Beyond Manual Literature Review: How Natera Scaled Research Quality With Scite

"When AI first became a thing, everyone was using ChatGPT, but we needed accuracy. We had an experience where ChatGPT not only made up facts, but made up references - they were people in the field, but they weren't actual papers they'd written. That's when I realized we needed this capability, but with accuracy. That's exactly what Scite provides - you limit searches to scientific materials and provide citations. Without that, it wouldn't be useful at all, because we need to be able to cite and verify everything we say."

Zachary Demko,
Senior Director of Scientific Communications and
Clinical Research at Natera

Challenge

Navigating Scientific Literature with Precision & Accuracy

As a global leader in cell-free DNA testing advancing breakthroughs in oncology, women's health, and organ health, Natera plays a critical role in making personalized genetic diagnostics accessible to healthcare providers worldwide. Publishing approximately 40 scientific papers annually, they needed a reliable solution for generating and verifying scientific content across multiple product lines.

Their team of medical writers frequently works in new subject areas, requiring rapid knowledge synthesis while maintaining rigorous academic standards. Traditional search platforms and general AI tools presented significant limitations:

- **AI Accuracy Concerns:** General-purpose language models, trained on unverified web — content, would fabricate both claims and citations hallucinations—making them unsuitable for evidence-based writing.

- **Search Inefficiencies:** Literature reviews through traditional platforms returned overwhelming results, often thousands, requiring extensive manual review and consuming valuable researcher time.

- **Cross-Domain Knowledge Gaps:** With a dozen different products to support, writers needed to quickly master new research areas while ensuring accuracy.

- **Lack of Citation Traceability:** Validating reference accuracy and tracking product mentions across scientific literature required labor-intensive manual processes.

Solution

Implementing Scite's Smart Citation Intelligence

Natera deployed Scite across their scientific communications team, gaining access to AI-powered search and citation tools that focus on scientific literature. This implementation focused on three key areas:

Evidence-Based Content Generation

Natera's writers utilize Scite to generate initial drafts of research paper introductions, drawing from a database of verified scientific citations. While the platform provides a foundation for content creation, the team maintains stringent quality control by thoroughly reviewing all AI-suggested references. This approach has proven particularly valuable when writers need to explore new research domains, providing a structured starting point for understanding unfamiliar subject areas.

Streamlined Literature Review & Due Diligence

The platform's sophisticated search capabilities enable Natera's team to conduct targeted searches within specific sections of scientific papers, such as methods and results. This granular approach, combined with precise filtering by product mentions and company affiliations, has transformed their literature review process. Writers can now efficiently identify third-party research that utilizes Natera's products, significantly reducing the time spent on manual searches.

Automatic Verification Of Scientific Claims & Citations

Scite provides a comprehensive system for verifying citation accuracy and supporting scientific claims. The team uses the platform to track mentions of their products across scientific literature, ensuring thorough documentation of their technology's adoption in the research community. This capability extends beyond academic publishing, supporting marketing initiatives and regulatory documentation that require verified scientific citations.

Natera's integration of Scite followed a methodical approach, beginning with phased training sessions that ensured thorough understanding of the platform's capabilities. The Scite team provides ongoing support and regular feature updates, allowing users to continuously expand their utilization of the tool.

This gradual approach has enabled team members to discover and integrate advanced features at their own pace, leading to sustained adoption and increasing value over time.

Result

Achieving Research Efficiency With Maintained Rigor

Natera successfully integrated Scite across their scientific writing workflow, demonstrating measurable improvements:

Quantifiable ROI Across Large-Scale Scientific Publishing

The implementation of Scite at Natera generated meaningful efficiency gains that justified the investment, eliminating countless hours of manual work for their specialized medical writers. These productivity improvements translate into substantial value when applied across Natera's team of a dozen writers producing 25-30 company-driven papers, 40 papers total, annually. Most significantly, the platform transformed literature reviews from a process that once required manually scanning thousands of search results to one that surfaces relevant papers almost instantly.

Elevated Research Integrity Through Smart Citations

Beyond time savings, Scite has enhanced the reliability of Natera's research process. The platform's focus on verified citations has strengthened their citation verification workflow and reduced the risk of reference errors. This is particularly valuable for tracking product mentions in scientific literature, where accuracy is paramount for both regulatory compliance and market intelligence.

Cross-Functional Impact From Research To Market

The platform has streamlined how Natera's writers approach new research domains, enabling more efficient draft generation with verified citations. This capability extends beyond the core research team, providing valuable support to marketing and regulatory teams who need rapid access to verified scientific citations. The system's ability to quickly validate claims and track references has replaced previously scattered, manual processes with a more structured and reliable approach.

Future-Proofing Scientific Research Workflows

As Natera continues to expand its use of Scite, they're exploring additional features like enhanced data extraction and table analysis capabilities. The platform's focus on accuracy and citation verification aligns with Natera's commitment to maintaining rigorous scientific standards while improving research efficiency.

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The Company

natera™

Natera™ is a global leader in cell-free DNA (cfDNA) testing, dedicated to oncology, women's health, and organ health. They aim to make personalized genetic testing and diagnostics part of the standard of care to protect health and inform earlier, more targeted interventions that help lead to longer, healthier lives.

To learn more about how Scite works and how your institution can benefit, visit our website or contact us at sales@scite.ai.

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