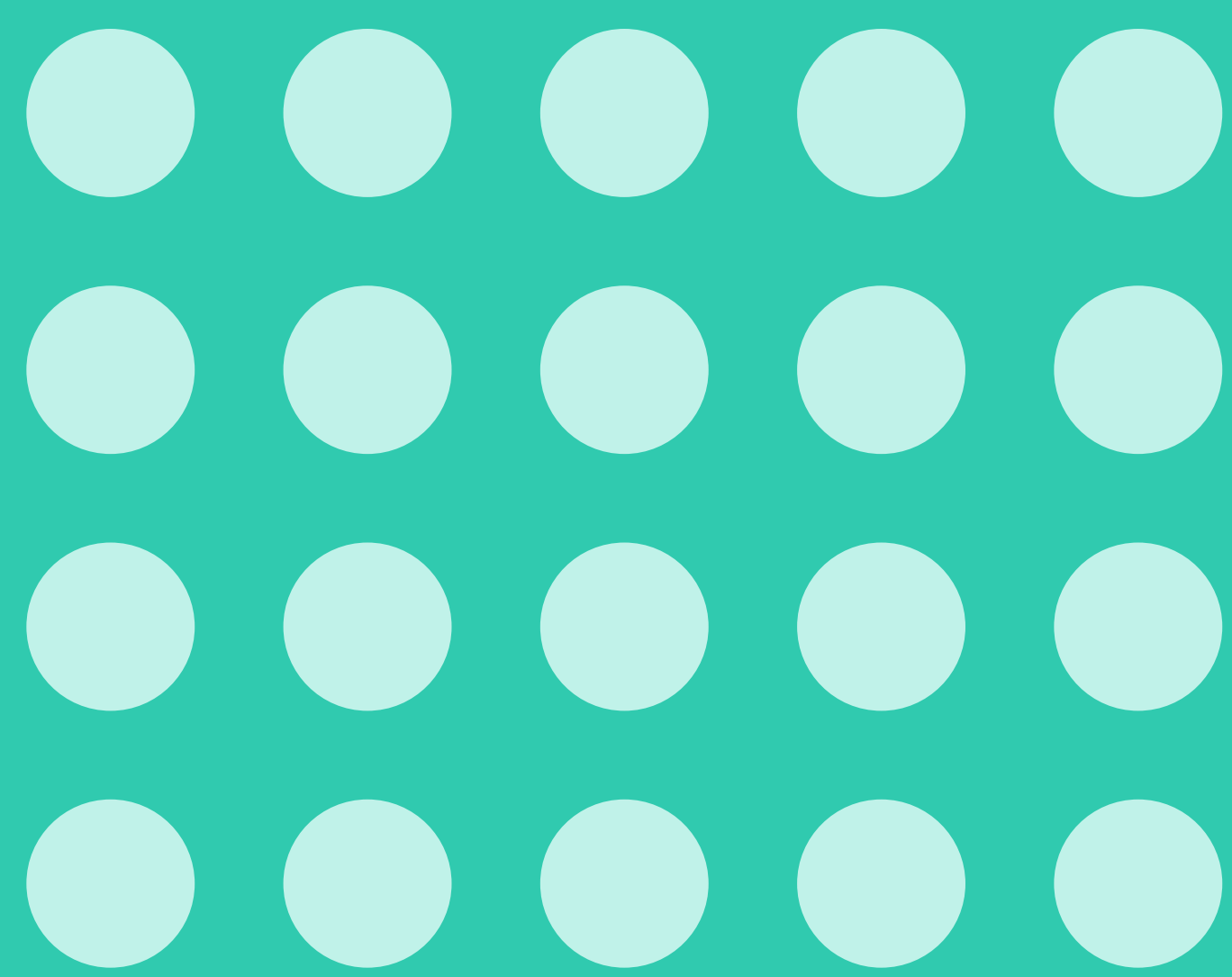
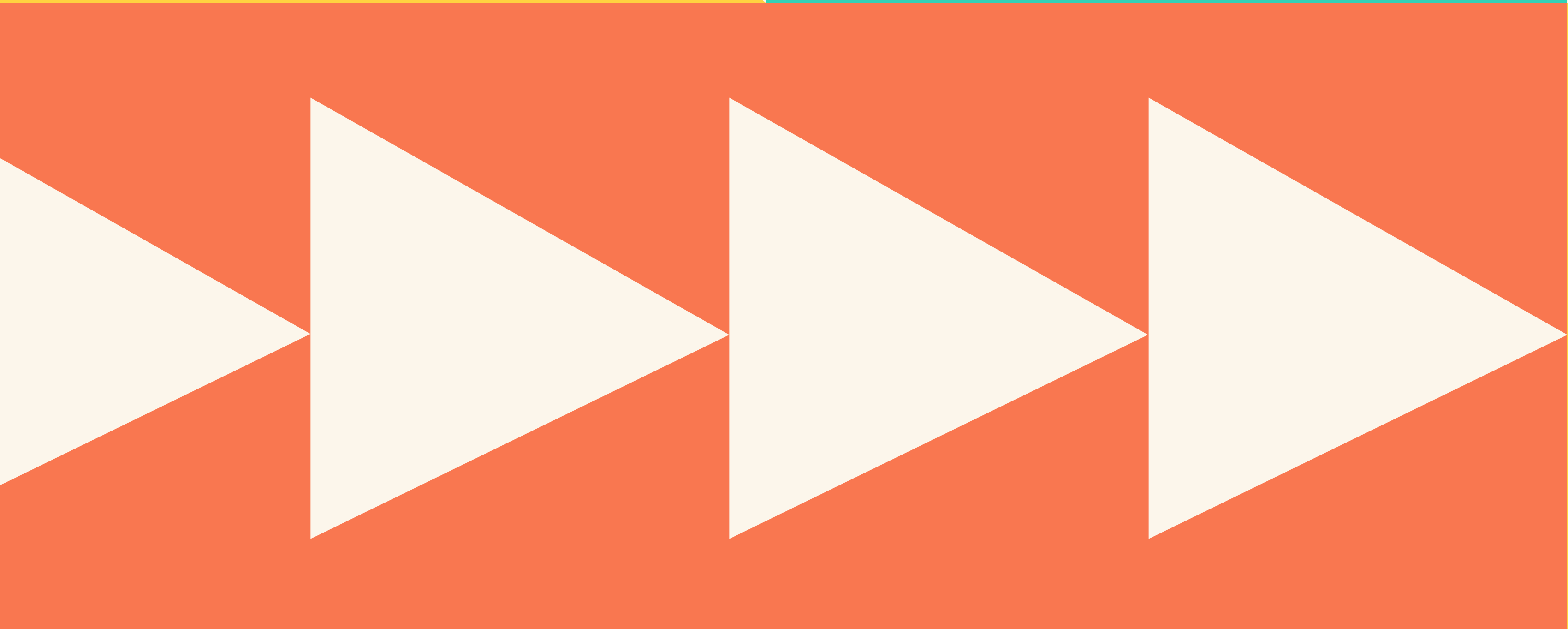
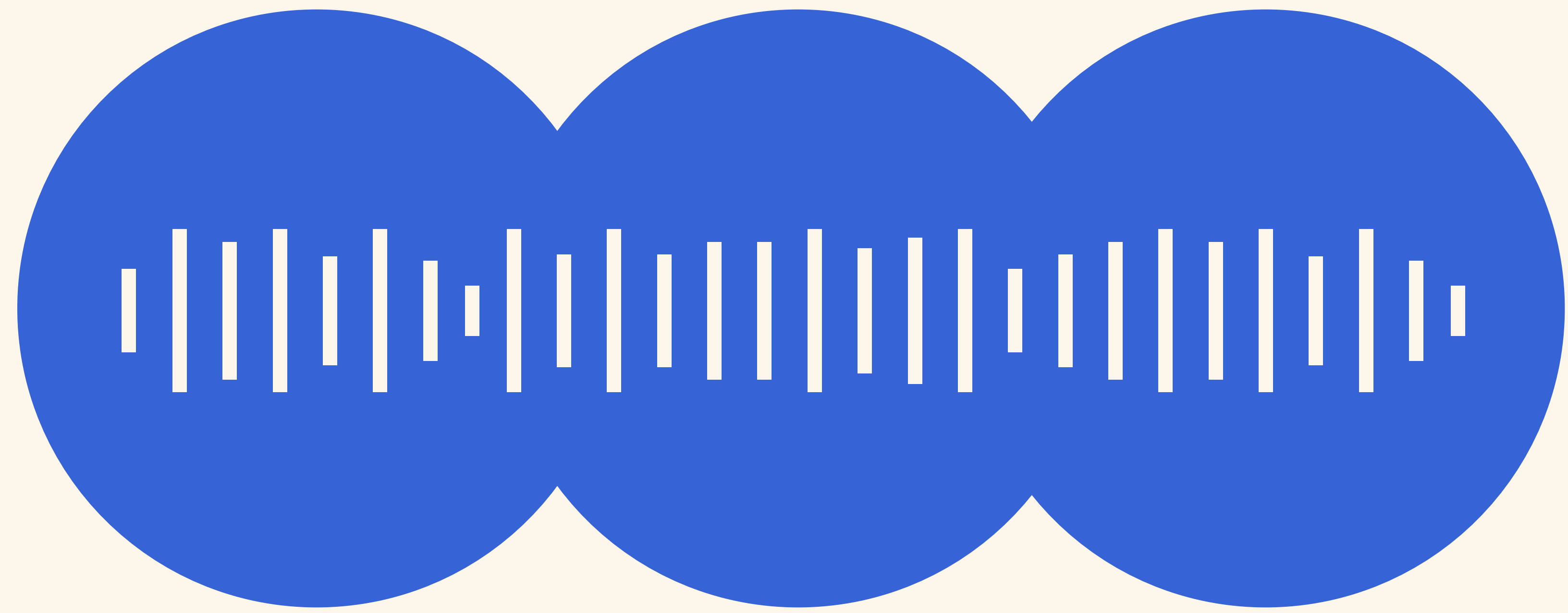


CHECKLIST

# 5 Benefits of Using AI to Scale Pharma Market Insights



The need for pharma market insights is growing exponentially. From access issues and support to brand teams to vendor management and compliance reports, the impact of using AI to collect, analyze, and share insights from conversation data can unlock context previously inaccessible from other sources of data.

Conversations are the heart of the connection between pharma and their patients. Pharma leaders that use AI to scale market insights are more able to uncover barriers, train agents, find trends, plan strategically, and report compliantly.

## 5 Benefits of Using AI to Scale Pharma Market Insights

- Uncover barriers to access and adherence:** AI can identify disruptions to adherence and obstacles to access that patients face in their journey. These insights bring context behind the challenges patients go through to better respond to barriers from a product, a process, or a tool.

### Key Outcomes:

- Understand the gaps and obstacles challenging patients
- Take targeted action to address barriers effectively
- Pinpoint and identify risks before they become widespread

- Train agents and hubs with resources and automation:** AI can pinpoint areas where training or support may be needed for agents and hub teams, such as role-playing sessions, updated call guides, or even automated call summaries. This empowers teams and gives back time for assistance and coordination.

### Key Outcomes:

- Create and update resources to support patient needs and trends
- Rely on automated tasks to increase attention to personalized care
- Empower agents and hubs to establish empathy in complex conversations

- Identify trends and patterns in high-volume data:** AI can ingest large volumes of data from actual conversations to better visualize trends and areas of disruption. Analyzing interactions informs pharma leaders of the recurring issues that affect the patient journey to improve the mechanisms in place for enhanced communication and management.

### Key Outcomes:

- Uncover how communication affects brand, drug, or service outcomes
- Monitor omnichannel data to surface obstacles and insights on shareable dashboards
- Enhance reporting processes to keep safety, security, and health as priorities



- **Strategically react to market changes with action plans:** AI can provide pharma leaders with a competitive advantage in benchmarking what data is saying (positively or negatively) about market changes that impact the patient experience. This helps promote patient-centric solutions proactively with action plans that address disruptions or complaints.

#### Key Outcomes:

- Prepare for industry events, such as product supply chain disruptions or biosimilars
- Identify difficulties in all levels of care, from pre-appointment and scheduling to follow-up
- Respond quickly with GTM strategies, onboarding processes, and post-launch navigation

- **Secure regulatory compliance with measured reporting:** AI can help pharma leaders stay on top of compliance issues and ensure that patients receive the care they seek with reliable regulatory reporting. This eases the burden on pharma leaders with an efficient and effective reporting system backed by real-time feedback.

#### Key Outcomes:

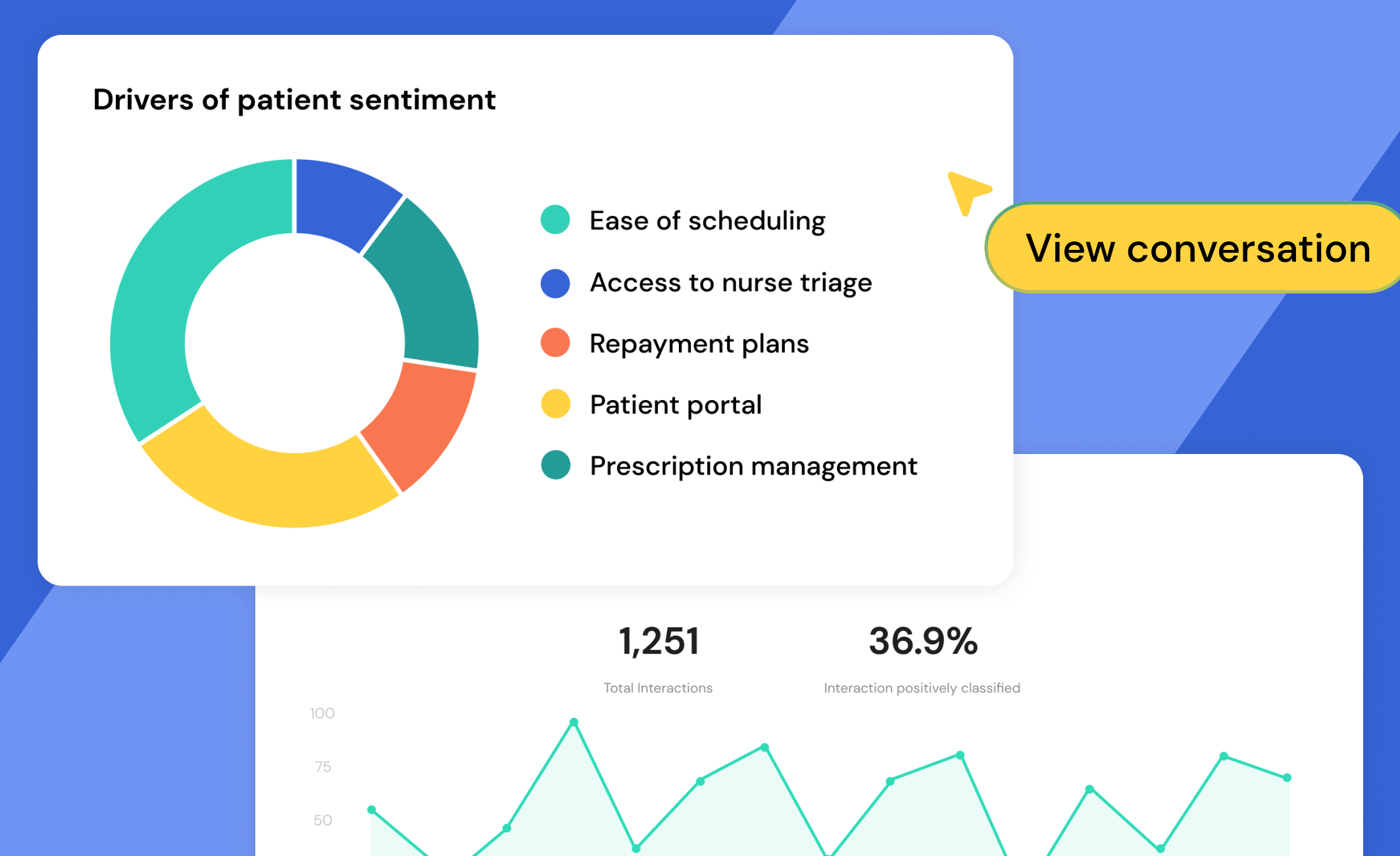
- Bring practical and productive ways to monitor compliance at scale
- Minimize the risk of legal liability that could incur fines or penalties
- Ensure reliable reporting for the safety and efficacy of products and services

#### THE TAKEAWAY

AI activates patient conversations to surface insights that pharma leaders can use to take proactive steps, creating a positive impact in both patient and employee experiences. By leveraging AI, leaders can scale pharma market insights to balance compliance and ROI to drive revenue and patient satisfaction.

## An AI Solution to Stay Proactive in Pharma.

[See Authenticx in Action →](#)



### About Authenticx

We're on a mission to help humans understand humans. Authenticx was built with patient access and operations leaders in mind to improve quality and processes with an AI-powered solution.

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