CASE STUDY

Implementation and Management of an AI-Mediated Chatbot Technology for Medical Information Processes

Med Communications' expertise in executing change management processes helped a client implement AI-mediated medical information chatbot technology, transforming the end-user experience and increasing efficiency and overall cost savings.

Challenge
A pharma client had a plan to implement a custom AI chatbot medical information platform.

Solution
Med Communications developed, evaluated, and tested high-quality content for the chatbot and helped the client expand the use of the platform across other global markets.

Impact
The client's AI-mediated chatbot guides HCPs to available resources and decreases the number of medical inquiries submitted directly to the client.

Background

Client: Top 10 Pharma client with a plan to implement an Artificial Intelligence (AI) virtual assistant chatbot platform that provides healthcare professionals (HCPs) quick access to the client's medical information and product resources.

Med Communications partnered with an existing client to implement and manage a new AI-mediated medical information chatbot for their oncology products. This interactive tool would give HCPs access to the client's medical information resources such as congress materials, slide deck presentations, and standard response documents. With 24/7 access to the self-service content, HCPs are able to quickly obtain the information they need in real time. HCPs are also able to request medical science liaisons and submit medical information requests and adverse event reports via the platform.

Challenge

To accurately understand questions and respond appropriately, chatbots need to be programmed with specific trigger words, known as utterances. These utterances are used to generate precise and useful conversations. One major challenge for the client was a lack of existing content that the chatbots could learn from and use to engage in conversations with users. A significant amount of time and training was required for the content to be pooled from multiple platforms, developed, and then converted into final content, which the chatbot needed to be trained in for optimal functioning.

Solution

Med Communications' Scientific Content team helped the client develop, evaluate, and test high-quality content that provided

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answers to routine questions, which could then serve as a resource bank for other potential conversations. After implementation, these conversations were consistently updated with new information, reviewed, and refined based on real-world experience and feedback from HCPs. While addressing the identified limitations, our Scientific Content team resolved any fallback based on reports generated from the chatbot conversations. These improvements led to better responses and enhanced user experiences. Med Communications also helped the client expand the use of the chatbot platform across other global markets, and facilitated the training needed to ensure that new scientific content team members could be readily onboarded to effectively work with the chatbot.

Business Impact

With Med Communications' expertise and support, the client successfully implemented and continues to maintain an AI-mediated chatbot platform for its medical information requests. The chatbot platform efficiently provides 24/7 service that guides HCPs to available resources and decreases the number of medical inquiries submitted directly to the client. Our Scientific Content team ensures the chatbot platform is up to date and functions properly to enhance the user experience and increase overall time and cost savings for the client.

- **Med Communications helped set up the chatbot's AI.**
- **The 24/7 self service platform reduces submission of medical information inquiries.**
- **The platform helps increase efficiency by automating select responses to inquiries.**