

Next-Gen Medical Information Leveraging Digital to Enable Self-Service and Omnichannel Experience

Dec 8, 2021

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Educational Objectives

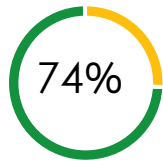
This webinar will provide the following learning objectives to the audience:

- Identify the key role of medical information in improving customer experience
- Understand the role of technology in overcoming challenges
- Explore usage of web portals, chatbots, literature search, content authoring and query management

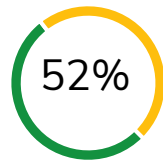
Medical Information (MI) comes with multiple challenges



Of the companies identified need for an increase in consistency in medical responses



Of the companies identified need for enhanced alignment of MI processes



Of the companies identified need for cost effectiveness of MI processes

Key challenges



Transforming medical information to achieve scale and improve customer experience is paramount...



At least 1 in 3 HCPs **are not satisfied** with their channel experience!



Increasing demand for medical information access & **self-service channels** driven by **heightened customer expectations and awareness**



40% of **HCP's brand preferences** are attributable to customer **experience factors "beyond the pill"** experience!



Growing pressures on profitability along with increasing specialized drug launches

*The Healthcare CX Playbook, 2021, Indegene; Natanek R, Schlegel C, Retterath M, et al. Bain & Company - How to make your drug launch a success.

Expectations are increasing due to customer experiences across other industries



Omnichannel experience in Retail Industry



Self-service channels



Know your customer well, Predict and recommend what customers want



Make customers feel connected and build a sense of community



Making dreams come true and committed to providing a magical experience



Building a lifestyle solution not a product

Digital Transformation of Medical Information can help us achieve customer centricity while achieving non-linear scale

Digital transformation opens-up following opportunities to achieve customer-centricity in a cost-effective manner...



Meaningful, Personalized Customer experiences



Transparent Omnichannel customer engagement



Accurate and up to date content accessible on the go



Improvement in content generation efficiency



Reduce cost of compliance



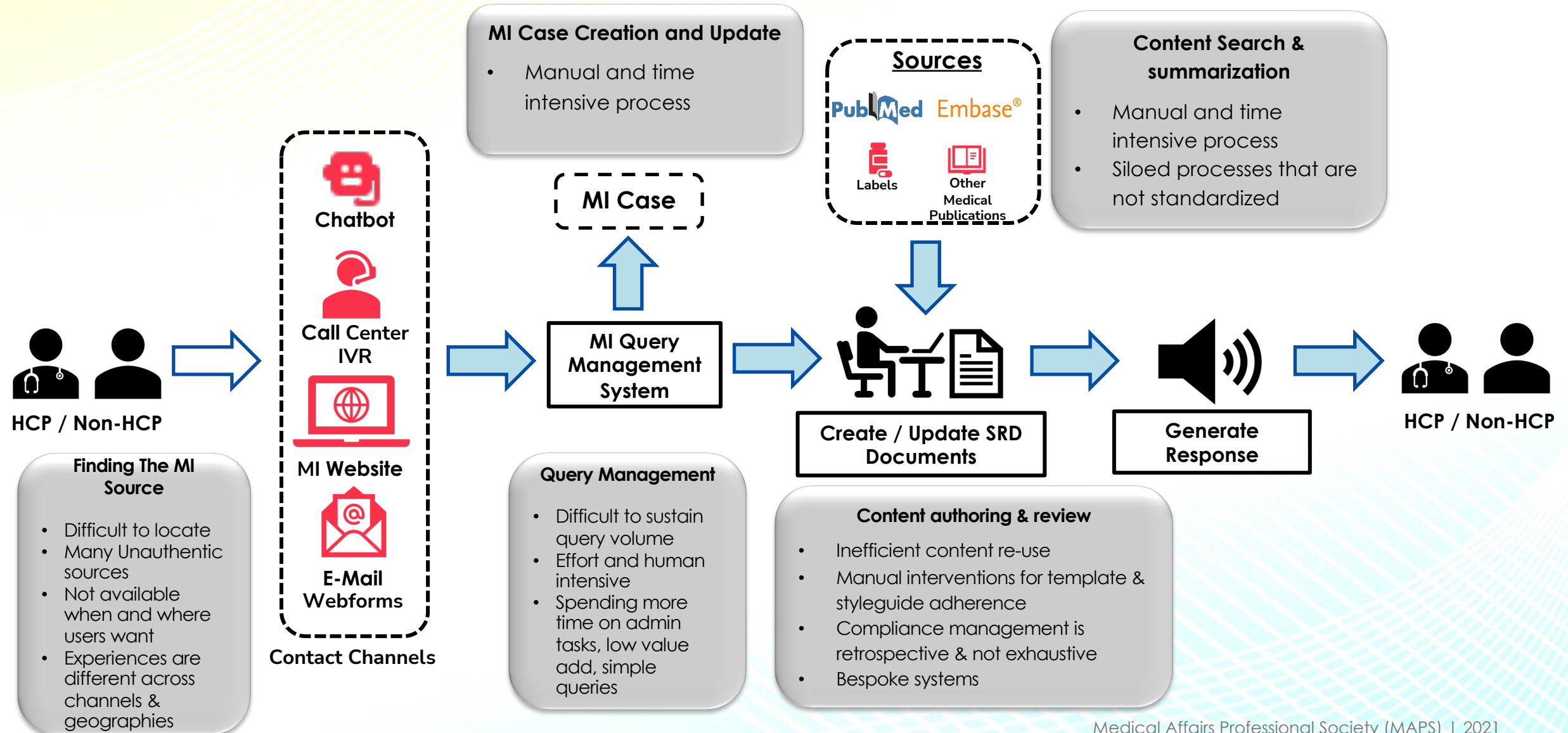
Increase in self-served queries

Top Notch Customer Experience

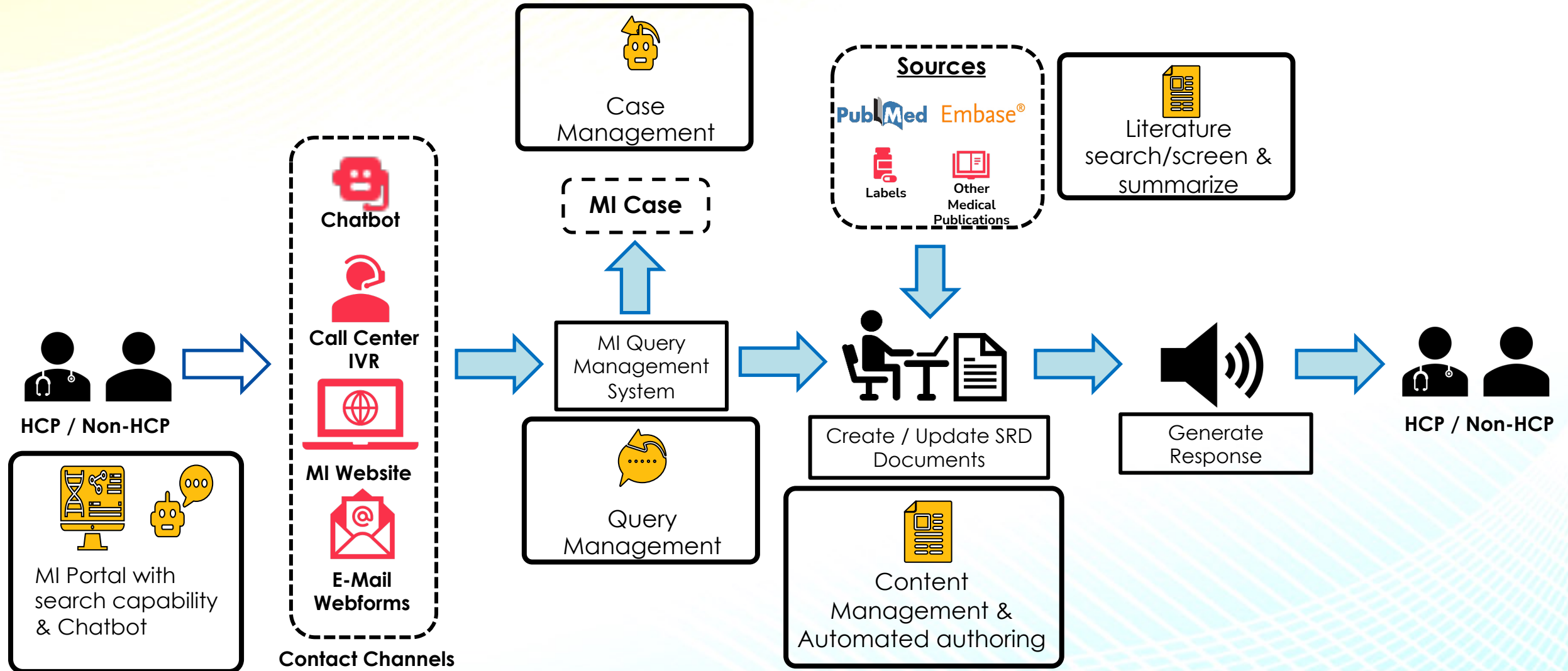


Operational Efficiency & Scale

Roadblocks in the existing Med Info processes



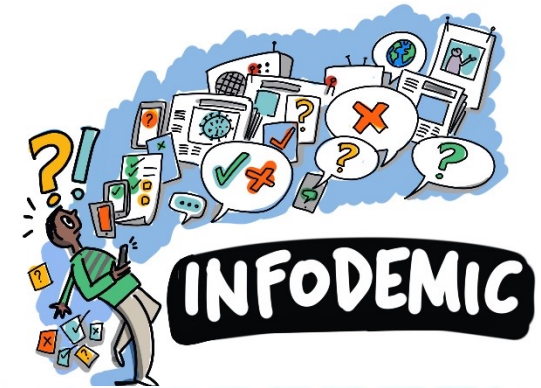
Role of Technology in Addressing Current Challenges



Digital Presence: Web portal

Infodemic's negative impact in finding relevant information

Keywords	Search Volume	COMPANY A	COMPANY B	COMPANY C
Coronavirus vaccine	1,35,000	Not Ranking	Not Ranking	85
Coronavirus uk vaccine	14,800	Not Ranking	Not Ranking	18
Covid 19 vaccine side effects	6600	88	Not Ranking	Not Ranking
Coronavirus covid vaccine	3600	Not Ranking	Not Ranking	35
Corona vaccine uk	2,900	Not Ranking	Not Ranking	13
Uk covid vaccines	2,900	Not Ranking	Not Ranking	16
Covid vaccine update uk	2400	Not Ranking	Not Ranking	10
Corona virus vaccine	1,300	Not Ranking	Not Ranking	35
Vaccine for covid-19	140	Not Ranking	Not Ranking	32



Digital Presence: Web portal

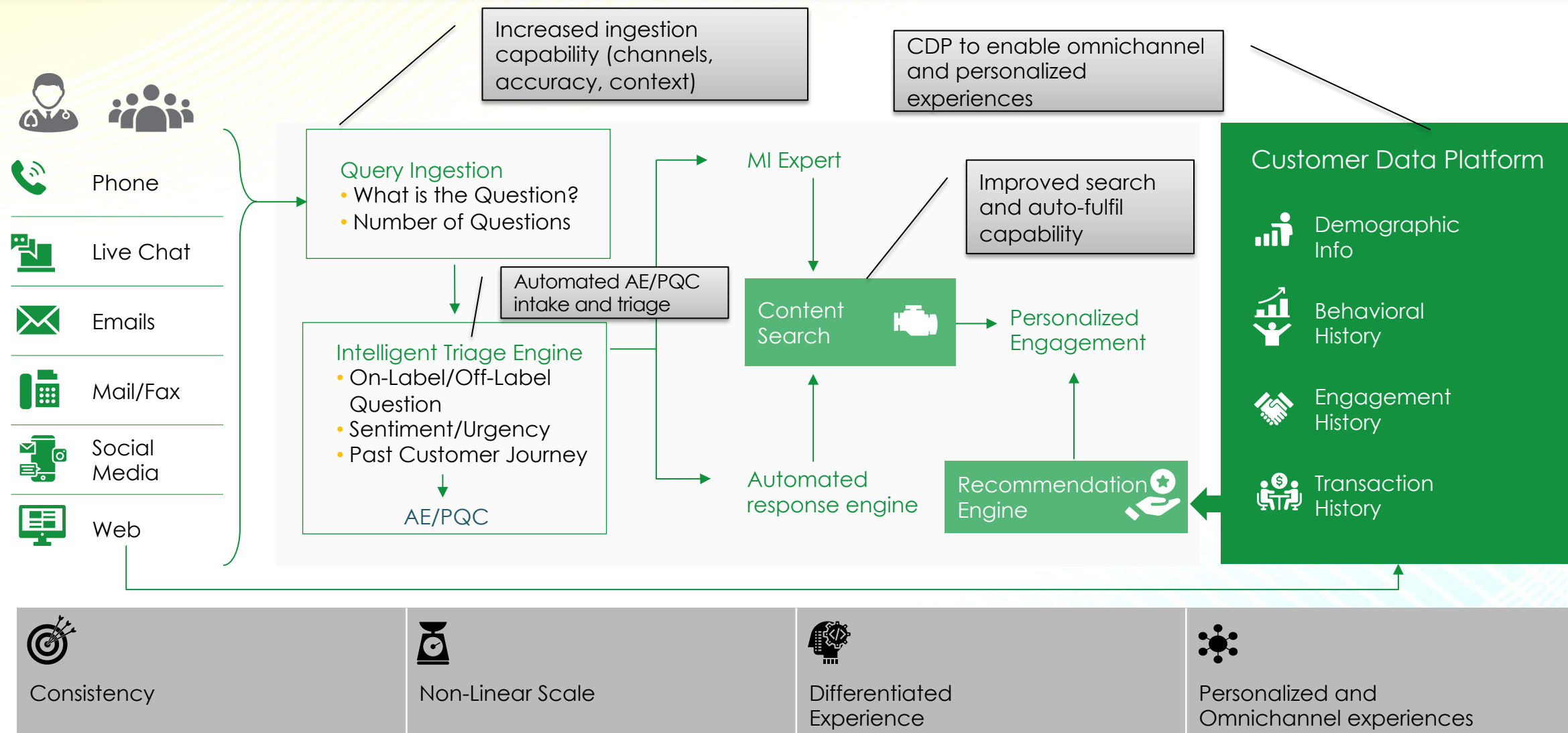
- **One stop shop** for all product related medical information requests and Med Affairs content
- **Optimise website** to include **information HCPs are interested in** receiving in addition to what we traditionally include, and thus consider content in:
 - a) Scientific collaborations
 - b) Patient education
 - c) raw clinical data information
- Maximise **connectivity** with **Field Medical** Teams – follow-up scheduling / find an MSL
- **Ease of access to content** for HCPs via faster, Intelligent **search** capabilities to easily access relevant content
- Easily **discoverable** and **accessible** with high SEO Rankings
- **Uniform portal** across geographies supporting multiple languages that Democratized access to high quality medical content

Digital Presence: Web portal

Overview of Pharmaceutical Companies Digital Landscape

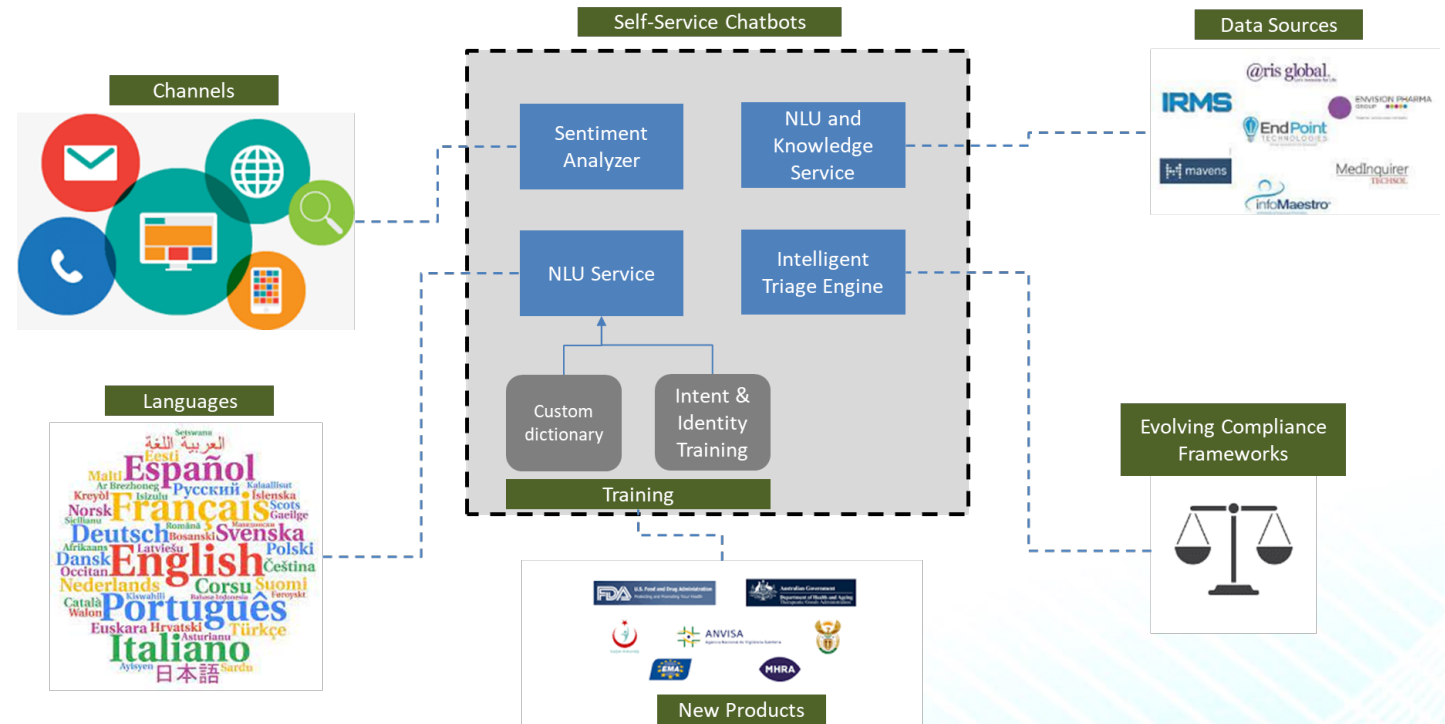
	Company A	Company B	Company C	Company D	Company E
Literature Search	✓	✓			
SRD Search Capabilities	✓	✓	✓	✓	✓
Congress posters/presentations	✓	✓	✓	✓	✓
Disclaimers (login credentials vs pop-up yes/no to HCP)	Pop-up Yes/No to HCP	Pop-up Yes/No to HCP	Pop-up Yes/No to HCP	Pop-up Yes/No to HCP	Pop-up Yes/No to HCP
Disease Education	✓	✓	✓	✓	✓
Other	MOA videos, Pipeline information		Accredited continuing education activities;	MOA videos, Core Data Decks, NCCN guidelines	

Query Management



Digital Presence: Chatbot

- Rule-based or AI-based **conversational chatbot** for meaningful self-service functionality
- **Frictionless handoff** between self-service and assisted channels (support from live agents)
- Trained to answer **commonly asked product specific queries**
- Can identify **sentiment and urgency**
- **Automated triage engine** to filter AE/PQC and triage questions that can be answered through automated engine and MI agent



Chatbot examples

United StatesEnglish

HomeSubmit a QuestionReport an Adverse EventAdditional Resources

WELCOME TO
SANOFI
MEDICAL INFORMATION

Sanofi Medical Information provides healthcare professionals with accurate, unbiased, and balanced evidence-based product information. This website is a resource for healthcare professionals to search our medical information database, submit a question, or speak with a Sanofi healthcare professional.

LET'S GET STARTED

Please select a product to search the Sanofi Medical Information database.

Search Product

Enter Search Term.

Find Advanced search, please enter the search term and click Magnifying glass icon to search the documents.

Sanofi US Medical Information

10:32 AM

Hello, I'm the Sanofi US Medical Information chatbot.

I can only help you check if a Sanofi Pasteur product is suitable for use after a temperature excursion.

I cannot report adverse events (AEs) or product complaints. To report an AE/product complaint, please contact us at 1-800-633-1610. Alternatively, for vaccine related AEs, contact [VAERS](#) or for all other AEs, contact the [FDA](#).

How can I help you?

Check a product temperature excursion

Contact Vaccine safety professionals

Request Vaccine sample

Other request

AskMed

Introducing Ami

Meet Ami, Bayer's Virtual Assistant for Medical Information

She is here to answer your medical inquiries about Bayer products.

Chat Now

To access Ami via voice, just say:

Ami is also available on Google Home/ Assistant

Currently available for Nubeqa® (darolutamide), Mirona® (levonorgestrel-releasing intrauterine system), Kyleena® (levonorgestrel-releasing intrauterine system), Skyla (levonorgestrel-releasing intrauterine system), Vitrakvi™ (larotrectinib), Xofigo (radium Ra 223 dichloride), and Adempas (necoguat). Additional products to be available soon.

Ok Google, Talk to Bayer Pharmaceutical

works with the Google Assistant

Bayer Pharmaceuticals Medical Information

Ami

Welcome to Bayer Pharmaceuticals Medical Information Services.

I'm Ami, a virtual assistant designed to answer your questions about Bayer products and provide helpful resources.

Before we begin, I just need your name and email address. This information will only be used for the purposes of answering your questions.

Let's get started, what is your first name?

Professional Resources

CHUB - Google Chrome

lilly-emgality.conversationhealth.com

Celia, Eli Lilly Virtual Assistant

Hi! I'm Celia - Lilly's medical information virtual assistant. I was created to help answer your questions on, and report any issues with, Emgality.

How can I help you?

Answer a question

Report an adverse event

Report a product complaint

Or you can

Chat with us

Submit a Request

Information Request

Sample/Sales Request

Visit Us @LillyMedical

FacebookTwitter

Available Mon - Fri, 9am - 7pm EST

Medical Information

HomeContact UsLog Out

About UsOur MedicationsDiseases & ConditionsResourcesCongress materialsSearch

Not a healthcare professional? Go to the patient or caregiver website.

Contact Medical Information

We advise to use the search functionality before contacting the channels below.

Call 800-438-1985

9AM-5PM ET Monday to Friday, excluding holidays

Connect with Pfizer Medical Information regarding your medical question.

MI Digital Assistant

Chat online with Pfizer Medical Information regarding your inquiry on a Pfizer medicine.

Submit a medical question on a Pfizer prescription product

The submission will be reviewed during our standard business hours.

Click Here

To report an adverse event related to the Pfizer-BioNTech COVID-19 Vaccine, and you are not part of a clinical trial* for this product, click the link below to submit your information:

Please choose from one of the options listed below.

Covidmity (COVID-19 vaccine, mRNA) also known as Pfizer-BioNTech COVID-19 Vaccine Information

Storage and Handling

Pfizer Clinical Trials

Pfizer Samples (for eligible HCPs)

Assistance Programs (for eligible patients)

To report a side effect, adverse reaction, or concern about the quality of a Pfizer product

Other

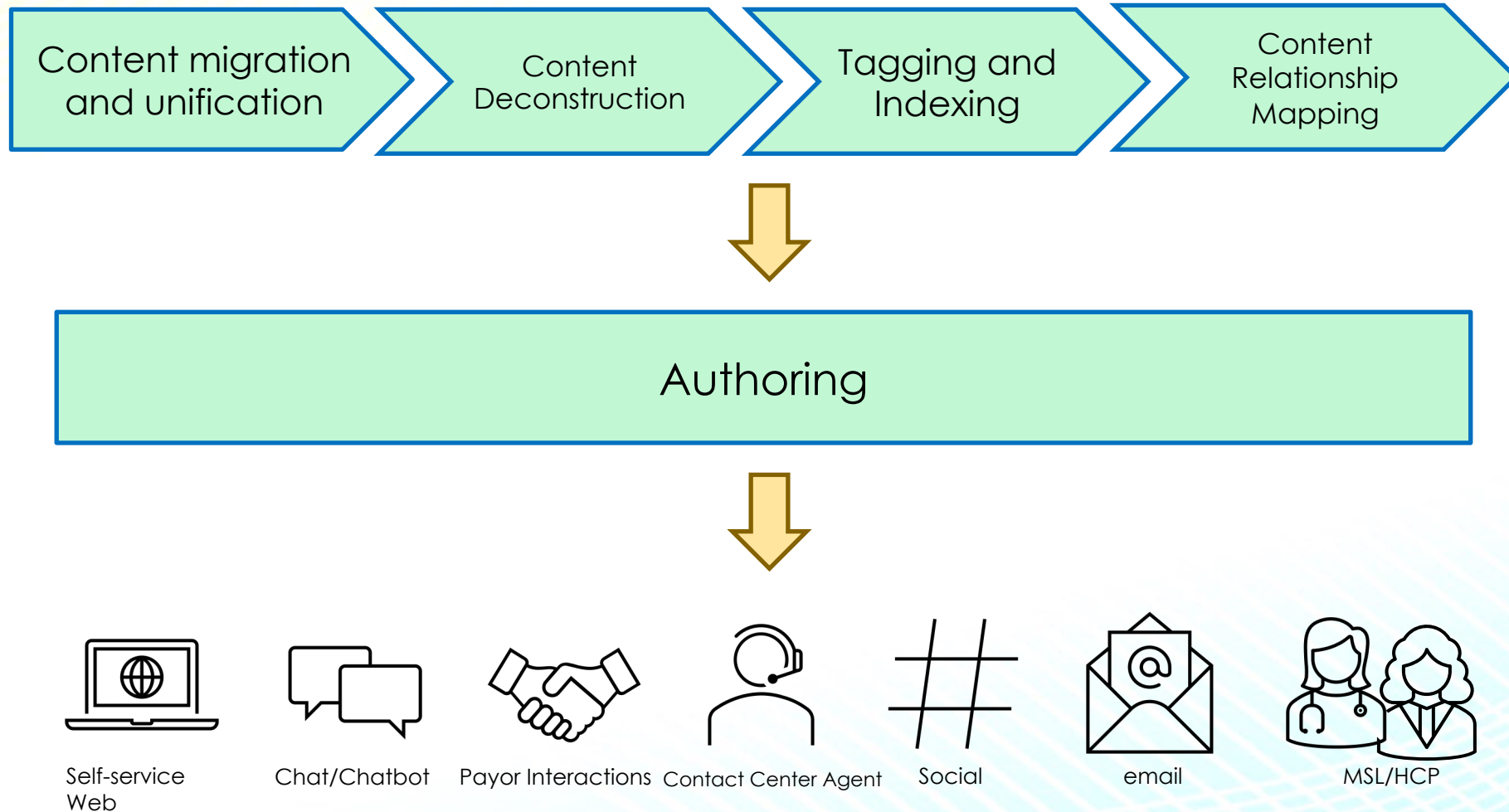
Start Chat Over

Mon Nov 08 2021 at 10:18:31 am

WhiteboardFullscreen snip

Medical Affairs Professional Society (MAPS) | 2021

Content Management & Authoring



Literature search

Case Study: IBM Watson Powered Smart Search

- Enterprise-wide project to speed searching across multiple internal and external resources and create a single search interface with relevant search results
- Millions of documents indexed (PubMed, Citeline, Veeva Vault, etc....)
- Increased search efficiency by 30% in 75% of users
- Search results linked to full-text when applicable
- Security based on access to document-level base system
- Results used for research, responding to HCP questions, etc.

Thank you!