# Leveraging AI for Insights

In a rapidly evolving world where life science companies grapple with a deluge of field insights, the traditional approaches employed by Medical Affairs teams can be outdated. Manual, fragmented, and inefficient, these methods often leave crucial insights untapped. Recently we began collaborating with DocOne, a startup that has created an Insights application. This tool is designed to empower Medical Affairs teams through large generative language models.

 As MSLs enter notes from scientific conferences, conversations with Key Opinion Leaders (KOLs) and Healthcare Professionals (HCPs), or comments from various social media channels, language models dissect the notes, extracting nuanced meanings, categorizing sentences into main points, and pinpointing vital topics, such as drugs and clinical studies. Meeting notes and associated insights are stored in a database.

This database offers diverse search options - by main points, topics, therapeutic areas, products, territories, stakeholders, urgency, status, and follow-up teams. When a user enters a topic of interest (e.g., drug, presentation, clinical trial, adverse event etc.), the search will quickly return the most relevant meeting notes and associated insights. A graphical representations of the topic of interest reveals sentiments and main points attached to the topic, and users can use the graph to efficiently hone in on specific meeting notes (e.g., those associated with negative sentiment or a particular main point).
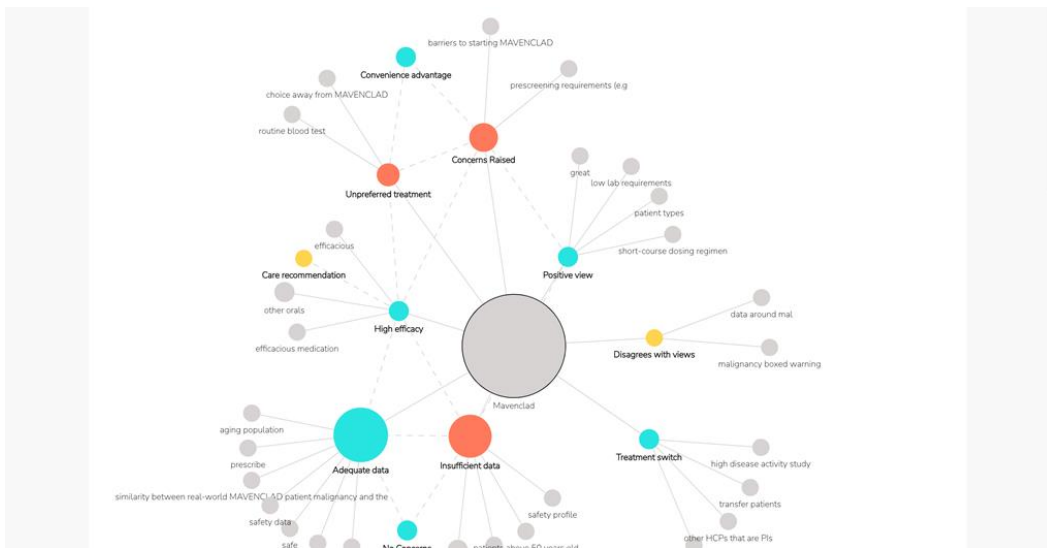
Going beyond a traditional search through meeting notes by main point, sentiment or topic, ChatDocOne-Insights (CDO-Insights) use generative language models to transform the search and exploration into a natural conversation in a chat format. It can summarize meeting notes, reveal key topics, viewpoints and sentiments, and generate actionable recommendations, akin to conversing with a knowledgeable companion.

In essence, the Insights application becomes an indispensable ally, offering Medical Affairs teams and organizations deeper stakeholder understanding, access to insights throughout the year, and a seamless translation of insights into actionable strategies.

For more information visit amedeapharma.com.