

WEBINAR

PARTNER CIRCLE PROGRAM



Leveraging AI for Insights Management and Analysis

31st Jan. 2025

Presented by the MAPS

In Collaboration with
TikaMobile.





Meet The **Moderator**



**Dwight
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CEO
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Meet The **Speakers**



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The following faculty and planning members do disclose financial relationships:

- Manish Sharma
- Mia Shibly
- Hannah Baker
- Dwight Holcomb



Educational Objectives

This session will provide a learning opportunity for our audience to:

- Establish a framework for tracking Medical Affairs objectives and organizing Insights
- Understand the process of adopting Generative AI agents for Insights analysis
- Showcase the success of AI agents for managing Insights and further developments

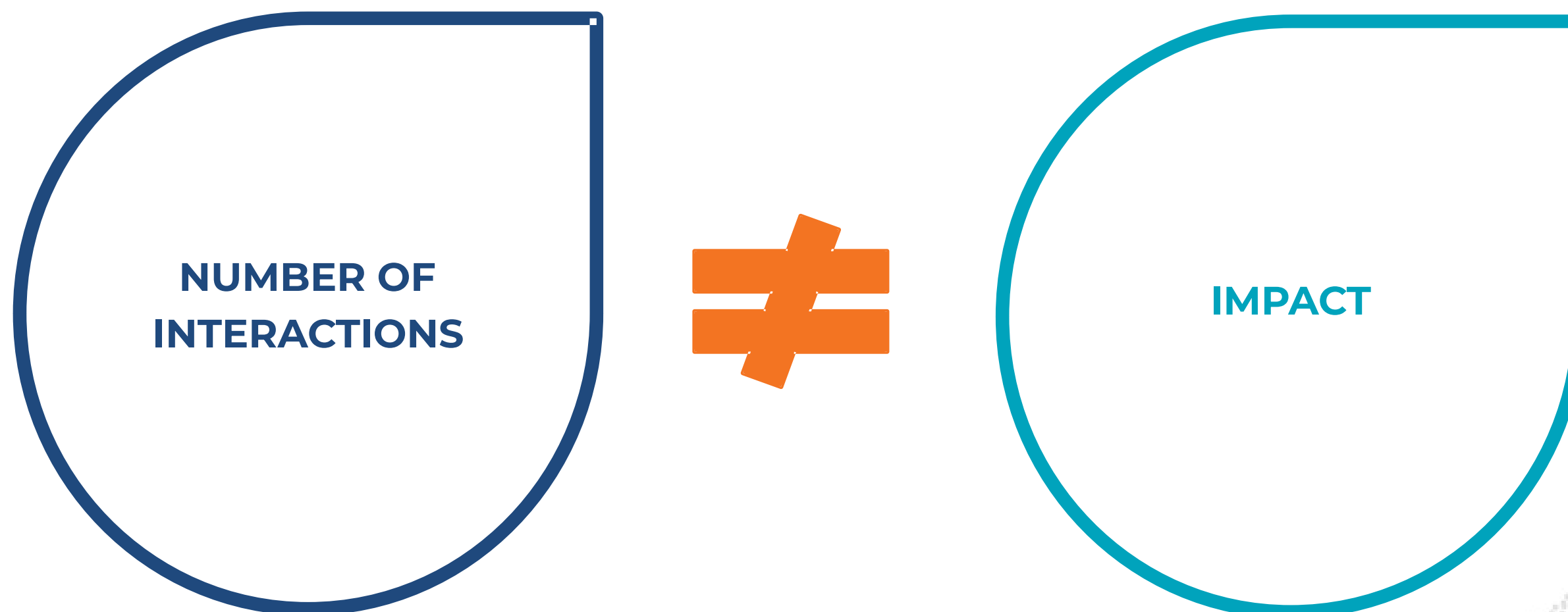


● Poll 1

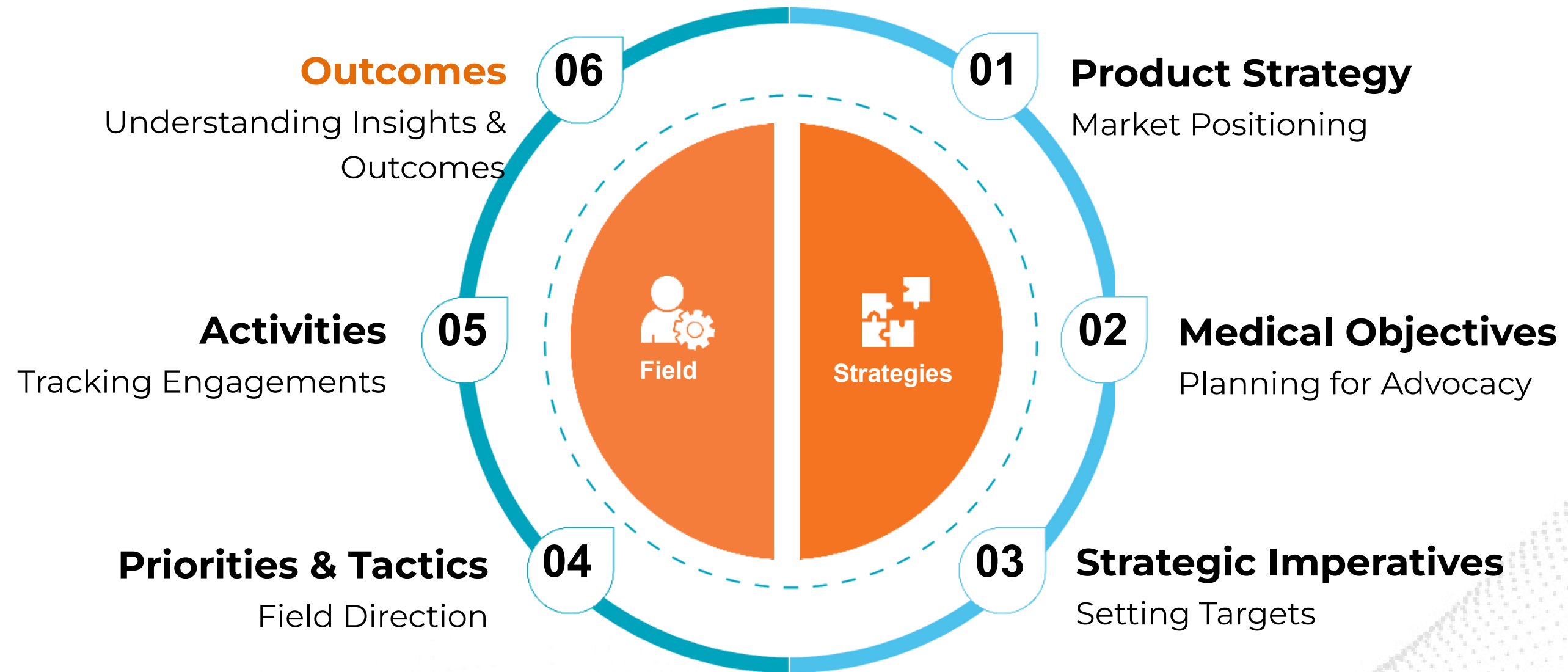
What is your organization's primary challenge in leveraging AI for insights management?

- a) Lack of expertise in AI
- b) Limited budget for AI
- c) Concerns about security
- d) Change management fears
- e) Other/ None

● Redefining **Impact**



OPERATING ON **OUTCOMES**



DRIVING THE CONTINUUM USING INSIGHTS & OUTCOMES

KOL Continuum fits within the field execution. Measuring and monitoring where KOLs reside and assessing their position.
a.k.a Scientific/ Education Journey, Relationship Stage, etc



● Poll 2

How do you currently measure the success of your KOL engagement strategies?

- a) Number of KOL interactions
- b) Insights generated from engagements
- c) Tangible outcomes linked to strategy
- d) Feedback from KOLs
- e) No defined measurement process

DISTINGUISHING INSIGHTS FROM OUTCOMES

Insights

New understanding or knowledge gained from analyzing data or experiences.

Characteristics:

- Provide new perspectives or interpretations
- Often qualitative in nature
- Can lead to actionable strategies
- Should be considered for informing Medical Strategy and objectives
- Actionable insights need to be communicated to other stakeholders

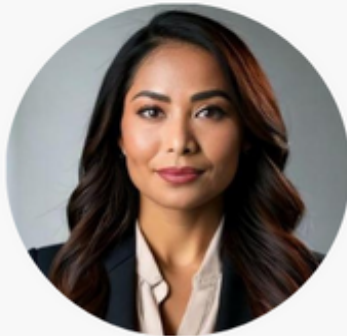
Outcomes

Measurable results of engagement.
Ideally should be driven or guided by strategy.

Characteristics:

- Often guided by Medical Strategy
- Many outcomes can be categorized
- Allows for visibility into KOL engagement
- More meaningful KPI than counting number of interactions

Full KOL Visibility



Doctor Name
Contact Information

KOL Development Continuum



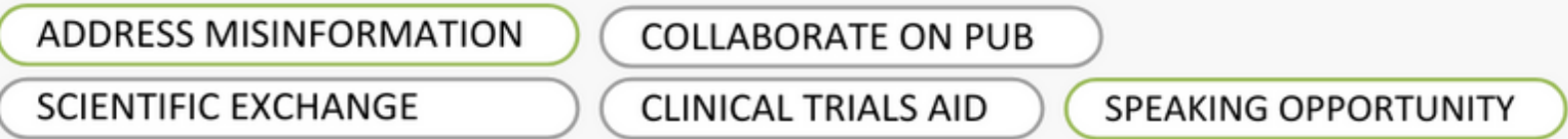
KOL Engagement Plan

KEP Activity	Planned	Completed
Complete introductory meeting	Y	
Assess awareness of Company/products	Y	04/24
Educate on Company/products	Y	06/24
Educate on Disease State	N	
Assess areas of interest/expertise	N	
Identify and initiate potential projects	N	

Interactions

01/2022 - Face to face discussion
03/2022 - Virtual meeting
05/2023 - Met at conference
06/2024 - Face to face discussion

Next Steps - Outcomes



Insights

- Expressed concerns about the long-term efficacy of existing treatments for the condition.
- Suggested further clinical investigation into the use of combination therapies.
- Discussed recent advancements in targeted therapies for rare diseases.
- KOL shared valuable feedback on patient management challenges in specific regions
- Insights into the impact of early genetic screening on treatment outcomes.

2 Key Ways To **Analyze Insights**

Automated Reports

- Monthly trend summaries
- KOL engagement metrics
- Emerging topic alerts

AI-Powered Chatbot

- On-demand insights retrieval
- Real-time query analysis
- Suggestion of relevant insights based on user role

Example questions the chatbot can answer:

- What are the top concerns expressed by oncologists about our new therapy in the last quarter?
- Which KOLs have shown a significant shift in sentiment towards immunotherapy in the past 6 months?
- Can you summarize the key insights from last month's advisory board meetings?
- What are the emerging themes in recent publications related to our therapeutic area?

EXAMPLE ANALYSIS

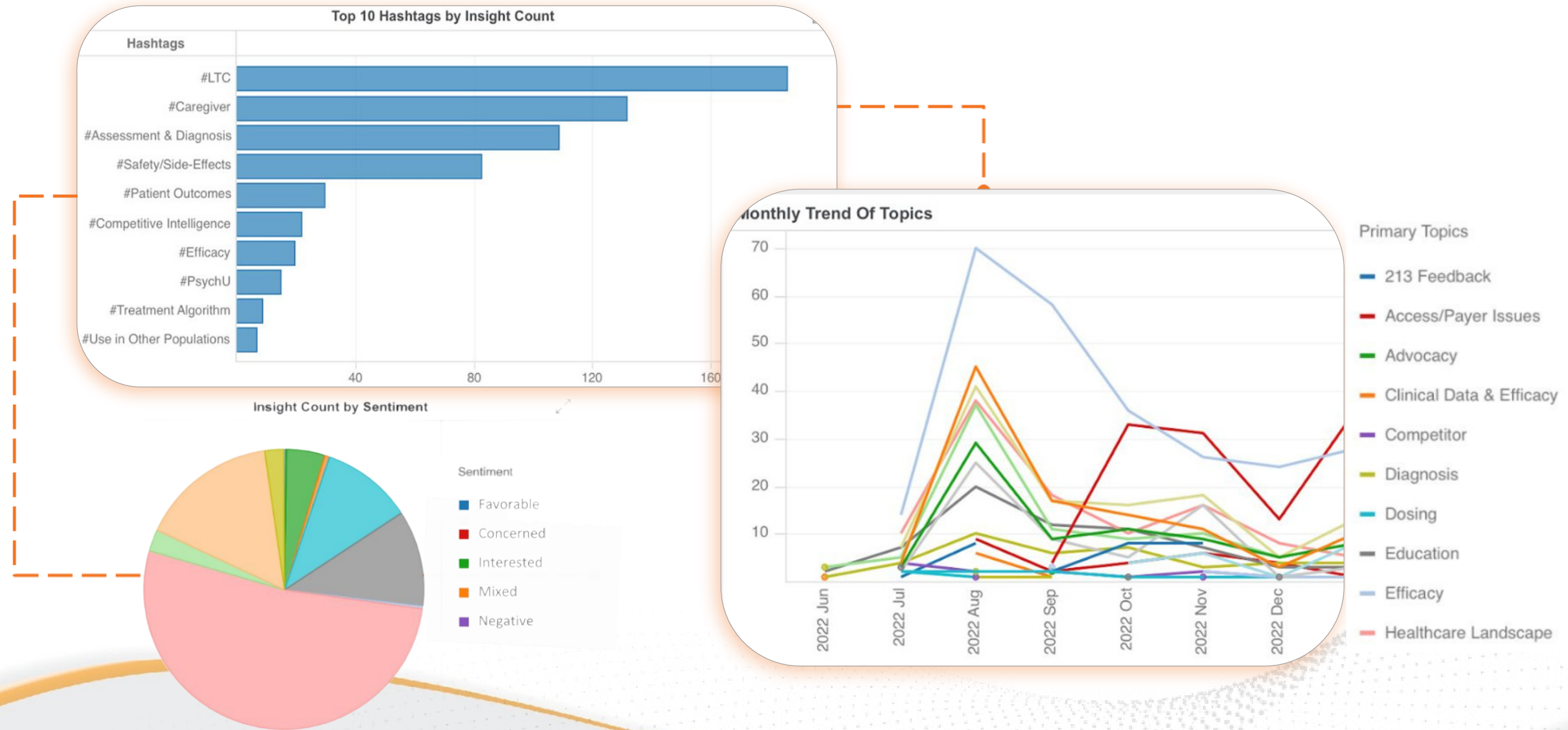
Key Themes

- Diagnostic Challenges and Criteria
- Treatment Approaches and Medication Use
- FDA Approval and Regulatory Issues
- Education and Training Needs
- Staffing and Resource Limitations
- Insurance and Cost Concerns
- Use of Non-Pharmacological Interventions
- Long-Term and Assisted Care Facility Challenges
- Research and Clinical Trials Insights
- Caregiver Resources and Support

Insights Summary

- **Diagnosis and assessment practices:**
 - Commonly reported challenge is the lack of standardized & FDA approved methods to diagnose disease
 - HCPs use a range of tools and approaches to assess agitation, such as the IPA criteria and the CMAI scale
- **Regulatory and Coverage Issues:**
 - Regulations at nursing homes including medicare policies significantly influence the Rx habits of HCPs
 - There is a demand for FDA approved treatments to simplify medication use and reduce reliance on off-label prescribing

EXAMPLE ANALYSIS



Insights Management AI Agent at Congresses

AI based congress agenda for Monitored KOLs

Congress Session Planning

Insights and Session note capture

Capabilities

- Automate conference session planning
- Monitor conferences KOLs are speaking
- Capture session notes and insights
- Upload attachments and files
- Assign session attendees

Output

- Automate session reporting
- Generate conference summaries
- Summarize session insights
- Track conference KPIs for Medical
- Showcase conference impact

Expanding AI **Use Cases**



MSL Assistant

Centralizing Medical Affairs intelligence for disease state knowledge



Publication & SOP Analysis

Analyze Medical Pubs for sentiment analysis, scientific share of voice and other



Next Best Action Engine

Suggestions on best course of action for KOL engagement based on goals and outcomes



Conference Planning

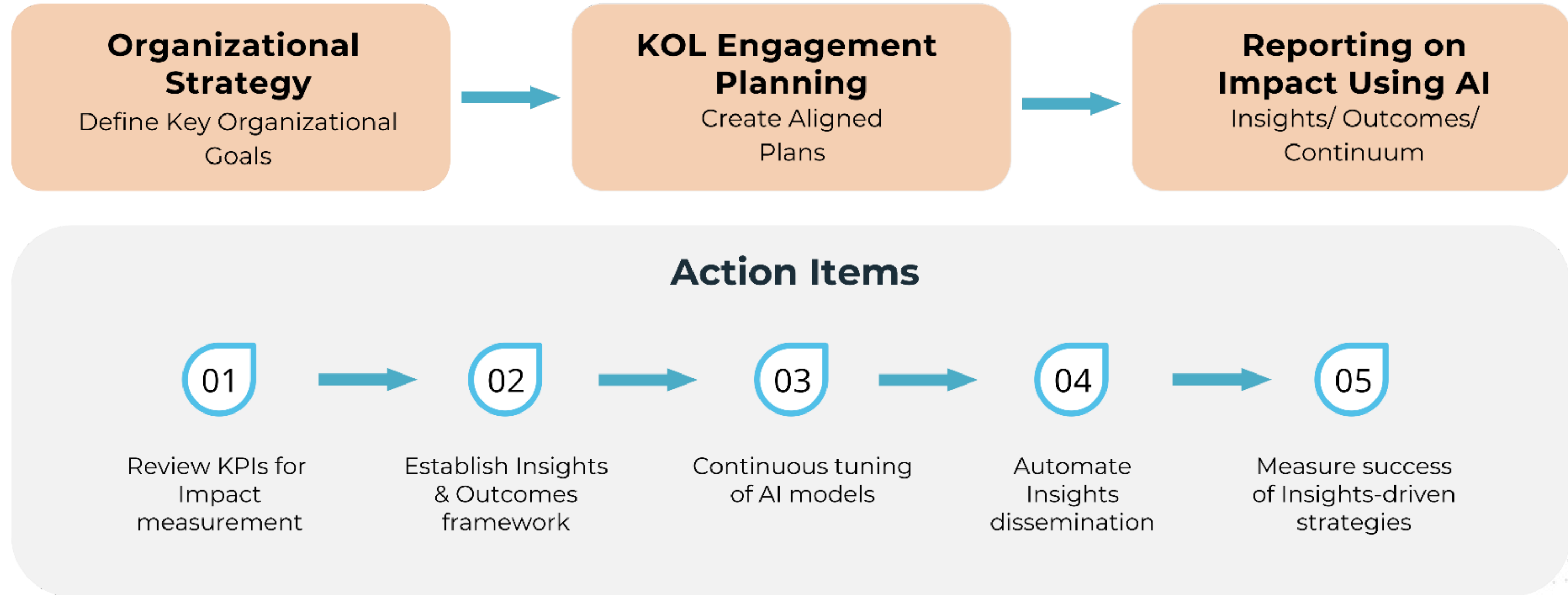
Collaborating on Clinical Site Enrollment, Medical Information Requests, KOL Engagement

● Poll 3

Which aspect of AI-powered tools would benefit your team the most?

- a) Real-time insights retrieval
- b) Automated reporting and dashboards
- c) Enhanced decision-making through predictive analytics
- d) Improved efficiency in data processing
- e) Better integration across platforms and teams

Recap



Q&A



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