

AI Use Cases for the Future of HCP Engagement

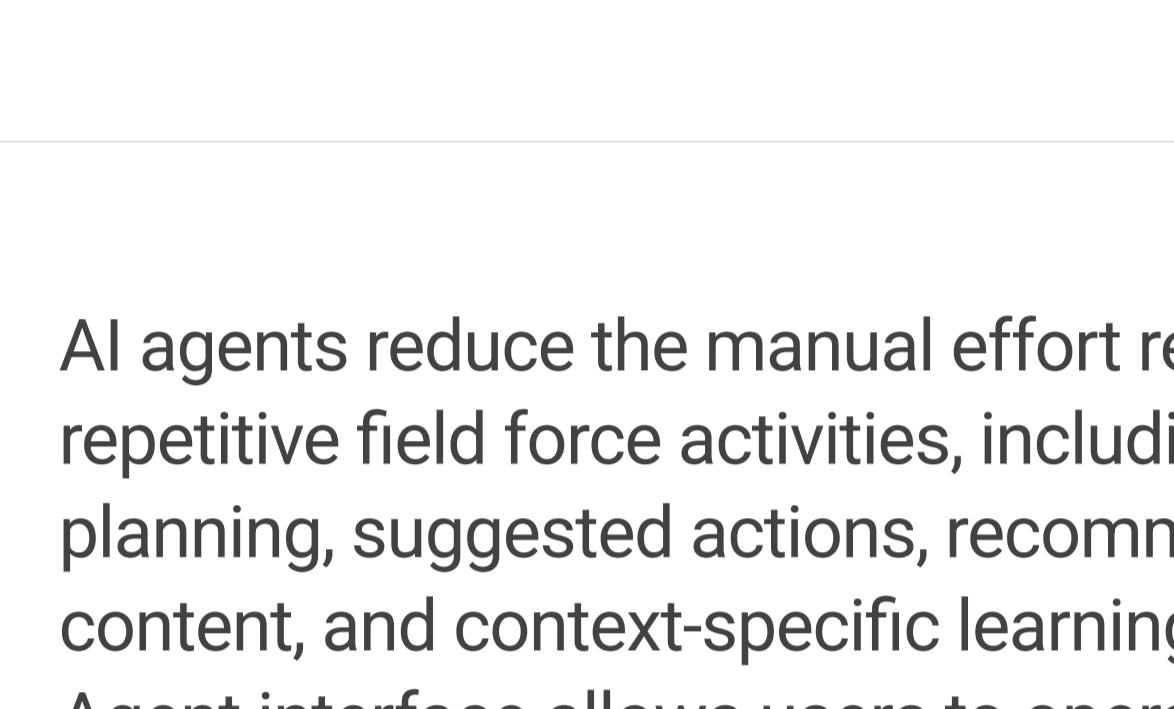
A fast-growing number of generative AI applications and products aim to assist sales, marketing, medical, and service teams in delivering enhanced customer experiences. The following use cases are a sample of the technology and features striving to help companies achieve **connected engagement** with healthcare professionals (HCPs).

ORGANISATIONAL READINESS

Six drivers of organizational readiness:

1. Availability of data for AI models, especially outcomes data
2. Ease of collecting the data to fuel the models
3. Quality and completeness of the data
4. Quality of the UX to enable action
5. Whether there have been early signs of success in pilots
6. People and organizational transformation to successfully adopt the solution

Organizational readiness to implement each solution varies based on factors outlined in this key:



Customer service



SELF-SERVICE FOR CUSTOMERS

GenAI-powered digital agents give HCPs inbound service options and access to selected resources to resolve many simple queries in real time.

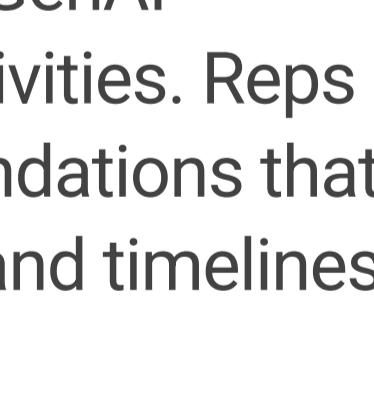
AID FOR REPS WITH CONTEXT-DRIVEN TASKS

AI agents reduce the manual effort required for repetitive field force activities, including pre-call planning, suggested actions, recommended content, and context-specific learning. The Voice Agent interface allows users to operate Veeva Vault CRM hands-free.

ON-DEMAND FIELD-TEAM SUPPORT

GenAI chatbots allow the field force to find relevant information to answer real-time customer queries. Continuous support gives reps access to extensive and complex product data.

Content and communication



PERSONALIZED CONTENT CREATION

GenAI helps create and deliver messages and material in the correct tone and format based on customer characteristics and preferences. It could help efficiently create high volumes of multi-modal content needed for omnichannel engagement.

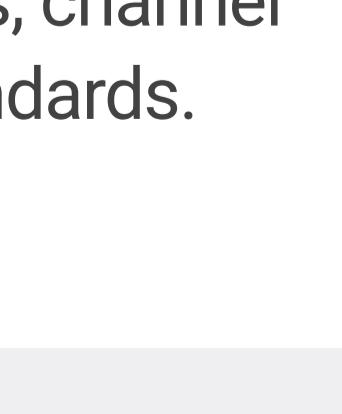
INTERACTIVE DIGITAL PRODUCT EDUCATION

Novel educational material produced with GenAI gives customers tailored, interactive experiences. This approach is thought to boost engagement and help ensure messages resonate.

CONTINUOUS CONVERSATIONS USING AUTOMATION

Field teams use GenAI between in-person meetings to maintain a steady stream of communication with target HCPs without requiring additional manual work.

Engagement insights



DYNAMIC CUSTOMER ENGAGEMENT INSIGHTS

Market activity, customer interaction data, and behavioral trend analyses fed into GenAI applications trigger automated activities. Reps receive next-best-action recommendations that ideally boost the appropriateness and timeliness of HCP engagement.

CLOSED-LOOP STRATEGIC DATA ANALYSIS

GenAI uses performance and feedback data to provide strategic insights. The data identifies trends and root causes to help create agile marketing and communications strategies.

Compliant review



PROACTIVE RISK IDENTIFICATION

GenAI analyzes content and regulatory standards to identify potential risks, helping content teams review and approve content compliantly and efficiently. Quick Check Agent in PromoMats identifies quality issues prior to review including editorial standards, brand guidelines, channel rules, and local health authority standards.

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