

The Most Impactful Ways Biopharma Will Use AI This Year to Accelerate Treatment Adoption

AI makes it possible to deliver excellent customer engagement. The ability to reach the right healthcare professionals (HCPs) and patients with life-changing scientific data and content, via the best role or channel, has never been closer:

I Free Text Agent uncovers deep insights from interactions — such as a customer’s specific adoption barriers or reactions to new information — and shares them compliantly across teams.

I Pre-call and Media Agents surface insights and support **content engagement, not just creation**, to narrow a costly gap: Effective content usage can **double patient starts**, yet field teams share it in just **48% of meetings**. AI solves this by surfacing relevant content and synthesizing tailored talking points based on an HCP’s cross-team and cross-channel engagement.

I Voice Agent uses the **human voice as a CRM interface**, recording and transcribing notes and follow-up actions, so important insights and tasks are not missed.

However, AI alone is not enough to overcome operating model and collaboration challenges. Some **71% of top 20 biopharma executives** report that legacy operating models prevent true cross-team collaboration.

Successful companies will evolve their operations to meet this moment, starting with shared sales, marketing, and medical goals aligned with the HCP experience. By doing so, AI’s capabilities can scale — automating sequencing within a collaborative structure to improve customer relationships and deliver treatment to patients faster.

Read more about the drivers and barriers of commercial transformation with AI in our **Veeva HCP 360 Trends Report**.



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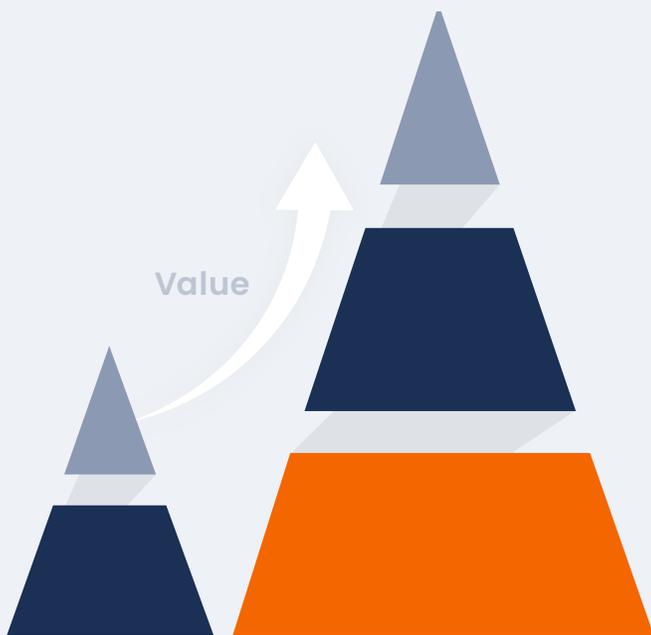
Free text is the foundation needed for seamless HCP engagement

Field teams are the most direct and expensive way to build customer relationships. Yet most companies miss deep insights by using drop-down values to record meeting notes, mainly due to compliance concerns. Highly valuable engagement insights – such as the HCP’s true intent, sentiment regarding new data, or specific adoption barriers – should be **captured in rich, narrative free text**.

AI is creating a new foundation for omnichannel engagement by:

- | Allowing teams to record the full context and nuance of their discussions with HCPs without worrying about compliance concerns
- | Scanning text before submission to identify and flag potential non-compliant entries, such as unapproved therapeutic claims or private patient data
- | Giving users in-the-moment coaching by requesting the removal of sensitive content, elevating their understanding of compliance rules

Compliant free text helps remove engagement blind spots



Optimized Relationship Management

Relationship management is elevated with connected, personalized touchpoints where every interaction informs the next, regardless of which team or function conducts the outreach.

Omnichannel Orchestration and AI

High fidelity primary engagement data strengthens the inputs to analytics models and AI, creating insights and context across sales, marketing, and medical teams for truly orchestrated engagement.

Free Text Foundation

Nuanced engagement information captures deep context for an HCP’s immediate needs, sentiment regarding new data, and emerging treatment barriers.

Effectively capturing and using deep, contextual customer data is the foundation for an engagement model that is connected, personalized, and truly orchestrated across sales, marketing, and medical. Early adopters of the AI agent for compliant free text are taking a **structured, phased project approach**.

Read more: [Using AI to get the most value from field team-HCP interactions.](#)



Using AI for content engagement, not just creation, is essential

AI for content creation holds great potential — with speed, relevance, and compliance topping the list of biopharmas' most anticipated benefits. But first, the industry must address a usage gap. Roughly 80% of approved content goes unused by the field team despite Veeva HCP 360 data showing that engagements with shared content result in more than double the new patient treatment starts.

Benefits of relevant and timely content-sharing



2.5X

new patient starts with
in-meeting content



up to

25%

reduced time
between meetings



up to

20%

greater likelihood of a
follow-up meeting

Source: Veeva HCP 360 Trends data, 2022-2025

There is a clear disconnect between content creation strategies and field execution: Content volume is rising as the industry craves highly personalized and impactful material. Yet field teams use content in less than half of meetings.

AI agents help organizations increase engagement with content by connecting the dots across previous engagements and treatment inflection points, [surfacing relevant assets](#) for the most impactful interactions.

Start with practical steps: Establish clear and measurable goals with investments that align to advancing HCPs along their journey. Train field users with a focus on content engagement, and feed data and insights back to marketing to refine the approach and inform the next creation round.

Read more:

Take steps to ensure
AI surfaces highly
engaging content.



Setting joint medical-commercial KPIs creates a structure to maximize AI

Field medical education prior to launch **improves treatment adoption** by 50%, demonstrating how HCPs and patients benefit when medical-commercial teams align to deliver data and content in the moment of need.

However, few organizations have established metrics for jointly serving customers with aligned messages in a coordinated way. Legacy compliance concerns are often cited as standing in the way, yet 71% of top 20 biopharma

executives say their operating model prevents effective cross-team collaboration.

Creating shared KPIs sets up AI agents to help automate teaming, surfacing insights and content so **each interaction with an HCP informs the next**. With a collaborative organizational structure and a connected data foundation in place, AI better automates sequencing across sales, marketing, and medical.

Shared goals rewarding faster journey progression accelerate treatment



Begin by establishing shared KPIs, then pull through operations and incentive changes with executive sponsorship to address silos and compliance concerns.

Read more: [Learn about operations and incentive changes that maximize AI.](#)



Connect with **Veeva Business Consulting** to maximize your field team's AI usage and improve HCP engagement, with insights from HCP 360 Trends.

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