

AGENTIC COMMERCIAL TRENDS REPORT

Commercial Evidence: 65% of Agentic Call Reports Reveal Actionable Treatment Barriers

Assessing the impact of agentic AI in detecting intent signals and identifying barriers

While field and digital strategies now support complex treatment launches, rigid data capture and static digital experiences still obscure critical customer insights.

The implementation of agentic commercial capabilities addresses this intelligence gap. By utilizing AI to capture and evaluate unstructured, compliant text, companies can generate empirical 'Commercial Evidence' – transforming qualitative field and digital interactions into scalable, actionable data.

This shift yields a measurable **Return on AI (ROAI)** across digital and field channels:

- **65%** of compliant, free-text field notes captured with Agentic Call Reports identify **actionable treatment barriers** not captured by traditional call reports.
- Conversational AI on brand sites delivers the right resources to patients and HCPs, driving a **7x increase in high-value actions** and a **38% increase in direct HCP outreach to a rep.**

Generating Commercial Evidence removes systemic blind spots and drives precision engagement. This shift gives biopharmas a decisive execution advantage through focused AI that delivers measurable impact at scale.



Dan Rizzo

VP, Global Head of Business Consulting



Agentic Call Report identifies treatment barriers

Traditional call reports document tactical basics but lack critical texture and context (the why and why not) because limited fields and picklists cannot capture narrative insights.

Capturing and synthesizing field conversations and observations creates Commercial Evidence – compliant, actionable intelligence that allows field teams to address specific therapeutic barriers with greater operational precision.

Commercial Evidence generated by [Agentic Call Reports](#) that process unstructured text and verbal summaries shows that 65% of field interactions contain detailed barriers to treatment that traditional reporting can't see.

THE NEW WAY

◆◆ Agentic Call Report

“Just met with **Dr. Santos (NPI 1851493021)**. I’m getting less time with her because **Natevba continues to be blocked by prior auth on Barta Health**. Corey on her staff told me they are getting more and more frustrated by it. **It’s embarrassing the staff in front of patients.**

Natevba had a backlog of three patients they moved on from because of Barta Health. **Talvex is getting approved in under 3 days. So, they are considering going with Talvex as the standard going forward.** They don’t want to deal with two pathways. We need to make it simpler because Barta Health covers 28% of their patients. We never had this issue with OmniShield prior auth, but it’s a consistent problem with Barta Health. I’m going to work with my DM to get the Barta Health account manager involved.”

THE OLD WAY

Account
Dr. Santos

Date/Time
05/19/2026 09:25

Brand
Natevba

Key Messages
Reimbursement Challenges

“Agentic call reporting delivers value beyond capturing detailed call notes. The insights – segmentation, validation of campaigns, and more – inform our commercial strategy.”

– Jeannie Sanchez
Senior Director, IT Commercial Business Partner, Crinetics Pharmaceuticals

Conversational AI optimizes content strategies and informs field insights

Conversational AI is fundamentally changing customer engagement. Compliant chat on brand sites now delivers instant answers to patients and HCPs while capturing the questions they are asking. Accelerating access to information drives an immediate increase in high-value actions (e.g., sample requests, coverage verification, co-pay support, provider or pharmacy locators).

Providing answers and resources at the moment of need translates to a clear return on AI. For example, one specialty medicine brand using precision, conversational AI is driving a 7x increase in high-value actions and generating 38% more requests for a rep conversation compared to traditional web experiences without compliant conversational AI.

The value of conversational AI



HCP Conversations
increased by

38%



Drive a

7x

increase in
high-value actions

Source: Veeva Ostro

Conversational AI generates Commercial Evidence by revealing exactly what HCPs and patients are asking so brands can proactively close gaps in content and the customer journey, shape broader brand and communication strategies, and ensure field reps know exactly what is top-of-mind for physicians.

Establishing the brand as the primary source of information is more critical than ever. [Research](#) evaluating health information provided by five popular public-facing chatbots (Gemini, DeepSeek, Meta AI, ChatGPT, and Grok) shows that **50% generate “problematic” answers and 20% are harmful or ineffective.**

By exclusively referencing medical, legal, and regulatory (MLR)-approved content, precision conversational AI delivers 100% compliant answers and eliminates standard generative AI information risks.

“Veeva Ostro delivers the Commercial Evidence needed to uncover hidden friction points. For us, it revealed that HCPs required better access to surgical wristbands used to ensure safer administration of our drug, an unmet need a traditional brand website would have missed.”

— Stacy Stone

Executive Director of Omnichannel Marketing, Pacira Biosciences

Precision and personalization to deliver ROAI

Evolving field roles

Field teams are shifting from broad informational outreach to targeted problem-solving. By using Commercial Evidence to see exactly where doctors and patients face barriers, companies deploy specialized roles with greater precision:

- **Field Medical:** Address granular requests for deep scientific data, off-label context, and clinical trial nuances with targeted accuracy.
- **Market Access:** Find and resolve local insurance barriers, prior authorization friction, or co-pay assistance constraints.
- **HEOR Specialists:** Communicate real-world economic value directly to institutional payers and health systems using Commercial Evidence relevant to their specific patient populations.

Content optimization and focused journeys

Commercial Evidence allows brands to proactively address gaps in the customer journey using actual user questions. Content delivery is moving from slow, quarterly planning cycles to continuous updates that focus on providing clear, instant answers and driving key next-step actions.

Medical congresses and peer education

Commercial Evidence identifies gaps in scientific focus and communication. Instead of planning congress agendas around retrospective research, having HCPs' precise scientific questions, adoption trends, and barriers shapes exactly what and how information is presented across events and peer networks.

Connect with [Veeva Business Consulting](#) to start generating commercial evidence and measurable outcomes from precision AI-powered field and brand engagement.