BEGHOU CONSULTING

Pharma USA

How GenAI is transforming a company's approach to customized promotion

March 18, 2025

2025 is the year commercial teams are moving from pilots to true GenAI implementation and scale.

Caution remains as they try to avoid past failures.

Our client's experience highlights key learnings and strategies to make it work.

How GenAI transformed a company's approach to customized promotion

→ Why Care? Why Now?

→ Our Client's Situation

→ Early impact and projected outcomes

→ Solution / Framework

→ Outcomes / Results

→ The Journey Continues

Why Care? Why Now?

- Access to providers continues to create challenges

- HCPs demand to be treated as individuals

- Competition forces reduced time to profitability

- Need to Improve Understanding of the Customer, More/Better Engagement, Incremental Rx

HCPs are underwhelmed

Only 35% of HCPs feel pharma company's customer-facing resources effectively meet their needs.

Omnichannel is falling short

Almost 80% of life sciences execs say their omnichannel efforts had little to no impact on customer engagement.

Well-coordinated Omni can yield 3% to 6% increase in sales, and more for launch brands.

GenAI for customer engagement is heating up

87% of life sciences commercial leaders* are implementing GenAI in 2025 – with HCP engagement being a top area of focus

*Among leaders in niche and specialty markets

Our Client's Situation

Legacy Situation

- Segmentation based promo
- No content and message preference
- Channel-centric NBA
- Continue through its Omni Journey

Identified Need

- Content Tagging
- Preferences to message and content
- Strategy aligned collateral
- Comprehensive NBA
- **Hyper-Personalized communications**
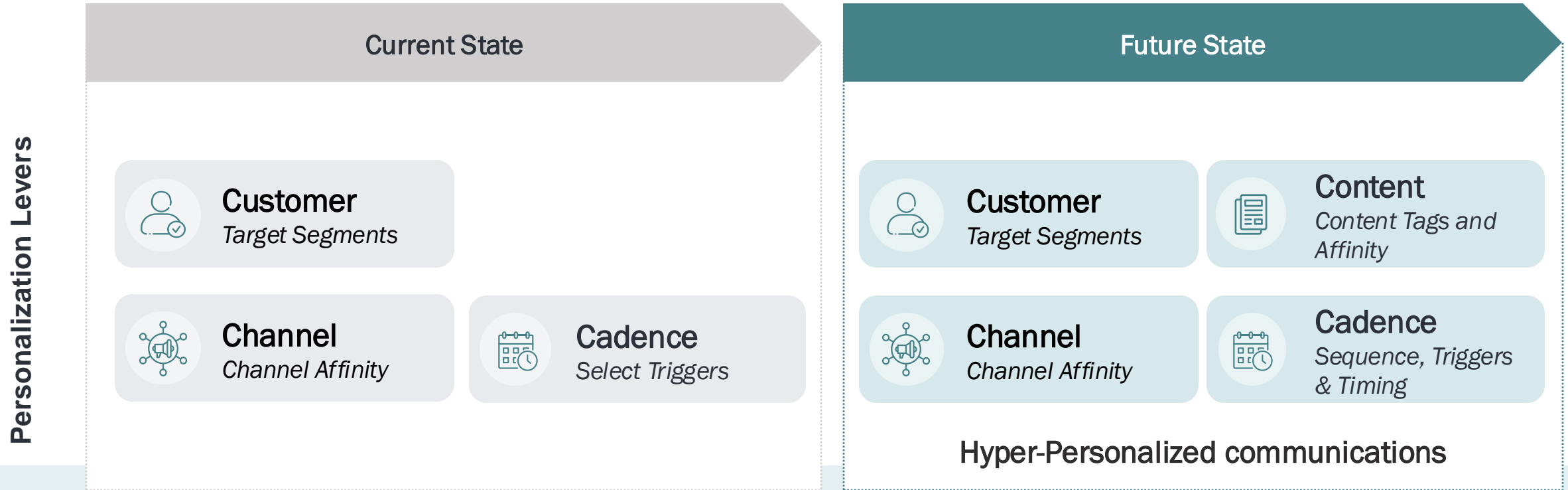
Solution to Achieve

- GenAI: content tagging
- Insights into CRM
- Message & content affinity into NBA
- Move towards Content and Journey generation for "N of one"

Desired Results

- More Efficient Process
- Better Collateral
- Improved Understanding
- Enhanced NBA
- Acceptance
- **Increased Engagement**
- **Incremental Rx**

Content Tagging is a critical next step to move towards realizing the personalized Omnichannel customer experience

Personalization Levers

Current State

Future State

Customer
Target Segments

Channel
Channel Affinity

Cadence
Select Triggers

Customer
Target Segments

Content
Content Tags and Affinity

Channel
Channel Affinity

Cadence
Sequence, Triggers & Timing

Hyper-Personalized communications

Content Analytics, HCP and HCO Content Affinity, more effective Suggestions and Alerts, additional rep-facing pre-call planning tools are all dependent on tagging our content.

What else does Content Tagging give us?

- Improved content management (think about how painful our content audits are today)

- Improved personalization for both Sales and Marketing channels leading to better engagement with our customers

- Content generation cost savings

- Efficient content distribution

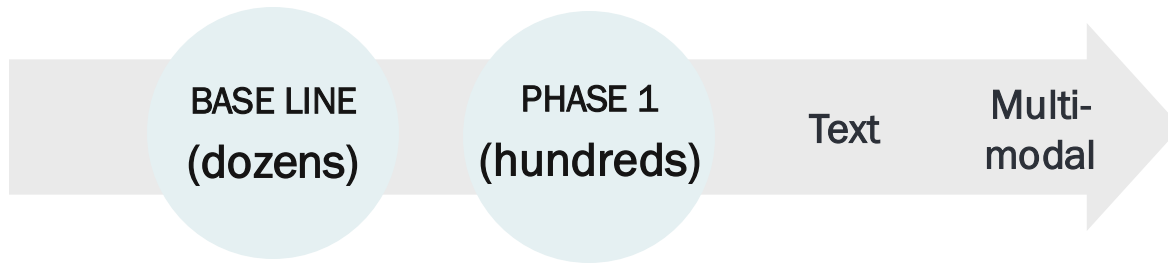- Streamlined compliance

- Better data analytics

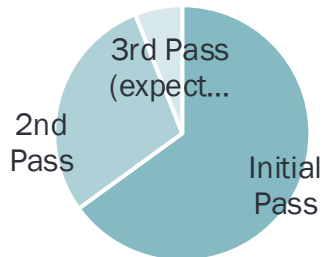We believe content tagging is a compelling use case for GenAI.

Early impact & projected outcomes

Early Impact

- 60X more content tagged

- 94% Accuracy to date (plan on last 6%)

- 3X level of Acceptance

BASE LINE
(dozens)

PHASE 1
(hundreds)

Text

Multi-modal

Model Accuracy (to date)

3rd Pass (expect...

2nd Pass

Initial Pass

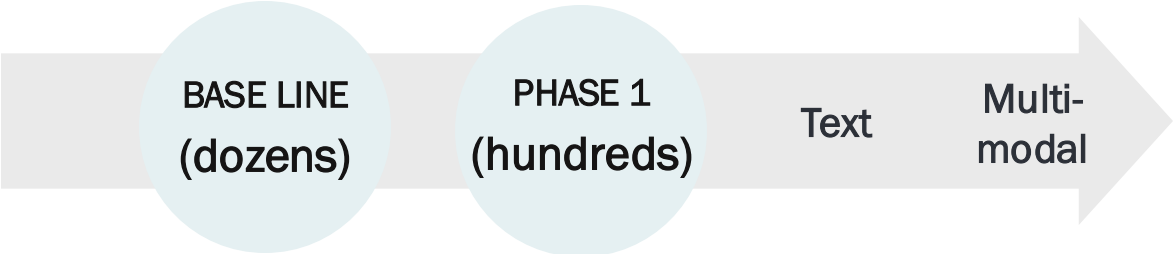**> 3X Rep Acceptance of Alerts**

Phase 1

Base Line

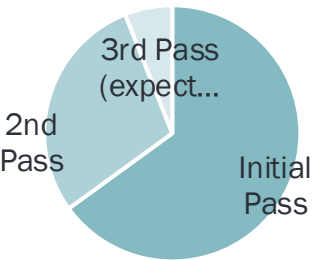*Prior to full impact of content-based suggestions, affinity development, and resulting implications of NBA, etc.*
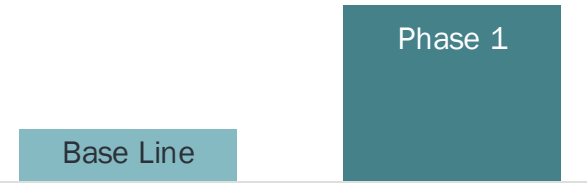
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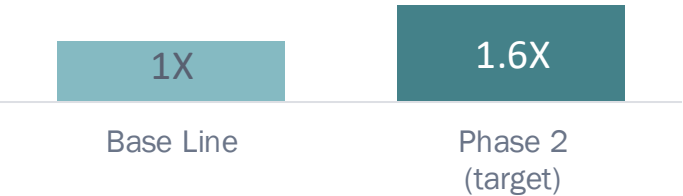### > 3X Rep Acceptance of Alerts

Base Line

Phase 1

Prior to full impact of content-based suggestions, affinity development, and resulting implications of NBA, etc.

Projected Outcomes

- 50% more Engagement
- 5% Incremental Rx

% Deep Engagements

1X — Base Line
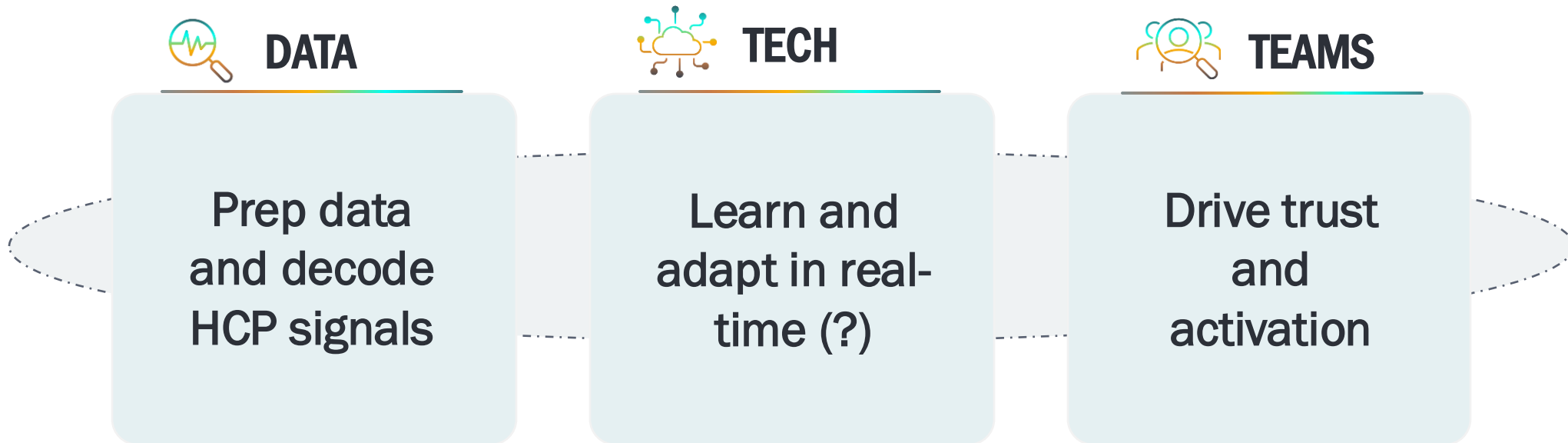
1.6X — Phase 2 (target)

Projected Incremental Rx
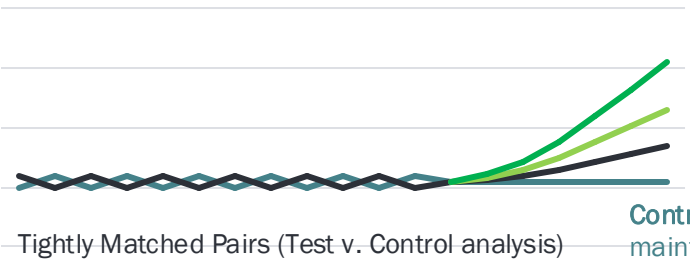
Test Lift (other Case Studies) Range from 3% to 6% Lift for mature brands

> 10% for launch brands)

Tightly Matched Pairs (Test v. Control analysis)
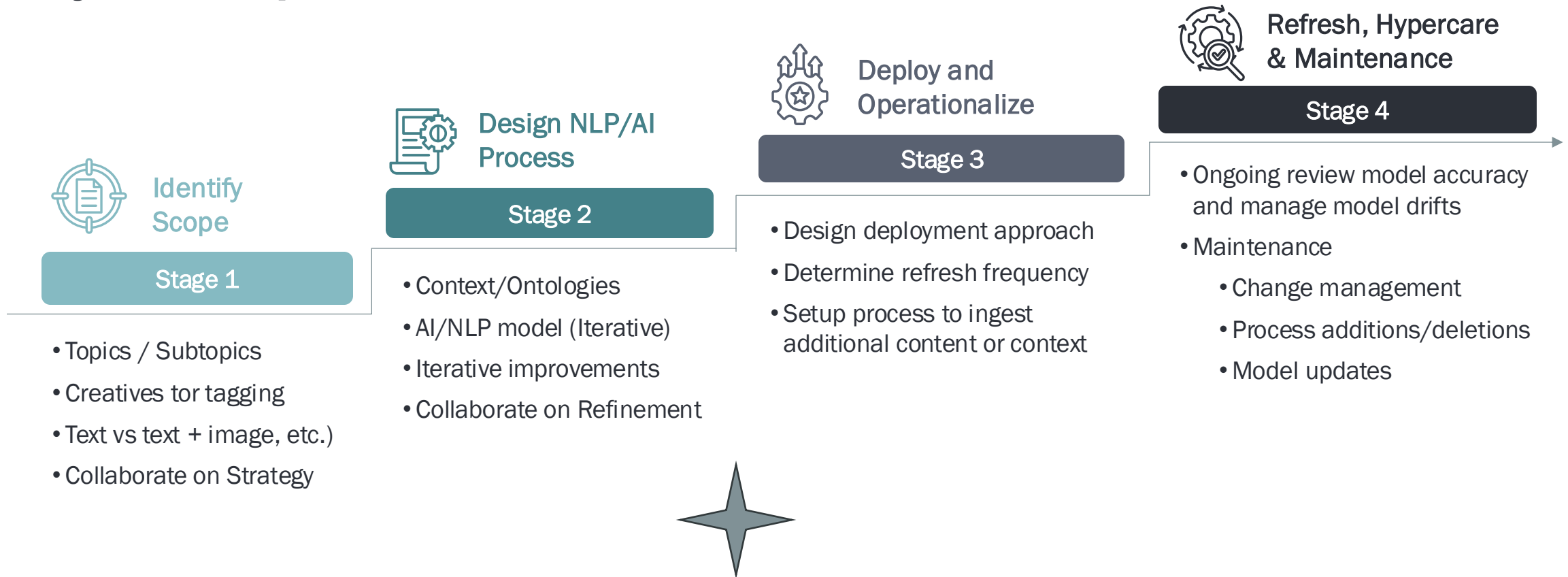
Control: maintains trajectory

How to transform content personalization with GenAI

- In recent years, 85% of life sciences GenAI projects haven't made it to production – how did our client get ahead of this?

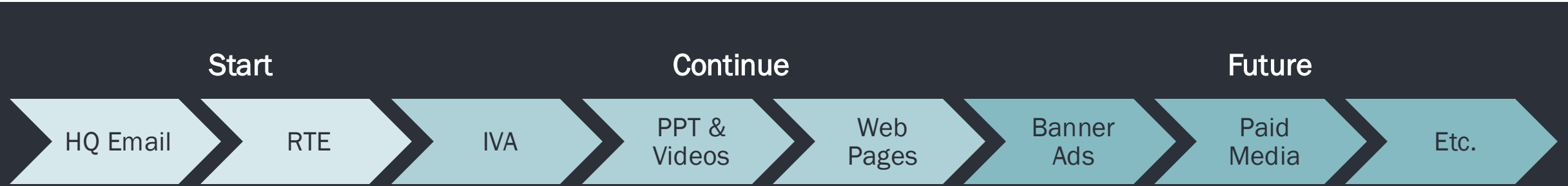- GenAI-readiness across data, technology and teams:

DATA

Prep data and decode HCP signals

TECH

Learn and adapt in real-time (?)

TEAMS

Drive trust and activation

SOLUTION & FRAMEWORK:
Project Implementation

Identify Scope

Stage 1

- Topics / Subtopics
- Creatives tor tagging
- Text vs text + image, etc.)
- Collaborate on Strategy

Design NLP/AI Process

Stage 2

- Context/Ontologies
- AI/NLP model (Iterative)
- Iterative improvements
- Collaborate on Refinement

Deploy and Operationalize

Stage 3

- Design deployment approach
- Determine refresh frequency
- Setup process to ingest additional content or context

Refresh, Hypercare & Maintenance

Stage 4

- Ongoing review model accuracy and manage model drifts
- Maintenance
  - Change management
  - Process additions/deletions
  - Model updates

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Start		Continue				Future	
HQ Email	RTE	IVA	PPT & Videos	Web Pages	Banner Ads	Paid Media	Etc.

GenAI-enabled Content Tagging has comparative advantages over traditional manual process

Scalability

Multi-Modal

Natural Language
Instructions (No Code)

**Benefits of
GenAI based
tagging**

Accuracy &
Consistency

Faster
Tagging

Highly
Configurable
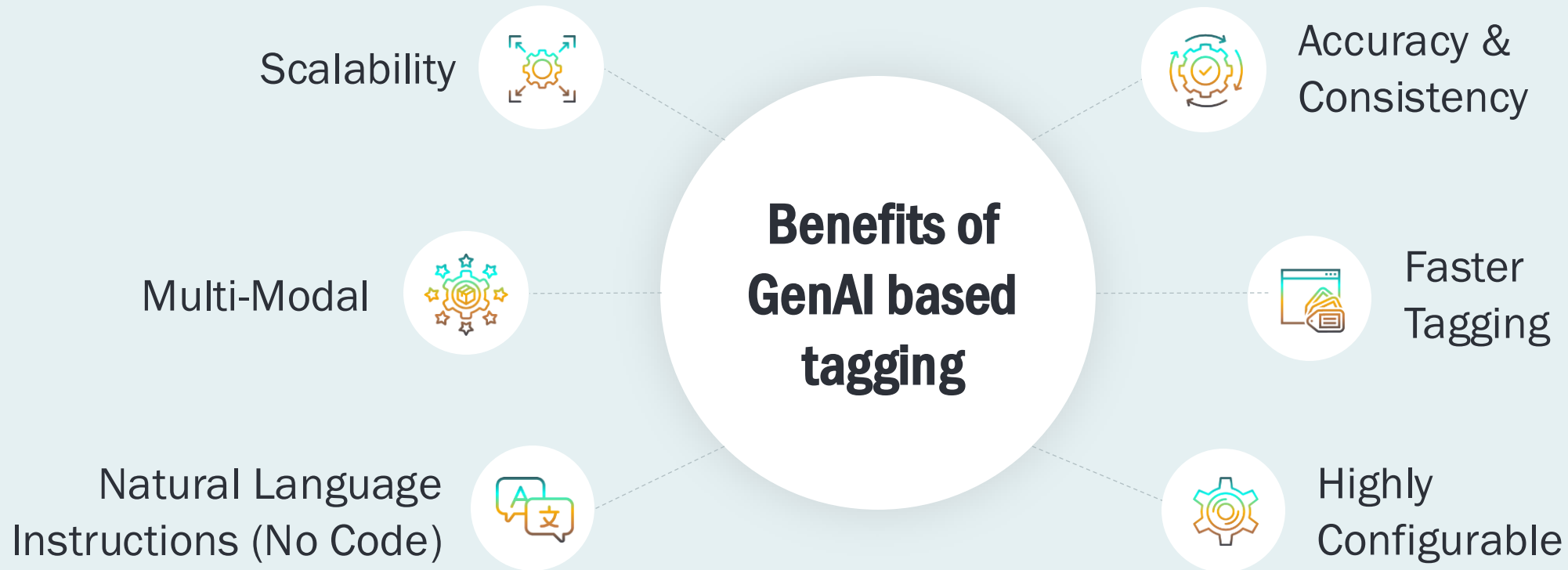
Technical Process Flow

Azure OpenAI LLM/LRM

Using GPT-4o & O1 models

1. MLR Approved Collateral + Strategy Based Key Messages

2. Extraction and Cleaning

3. Prompt Engineering (Confidence)

4. Tagged Content with Confidence Score and Rationale

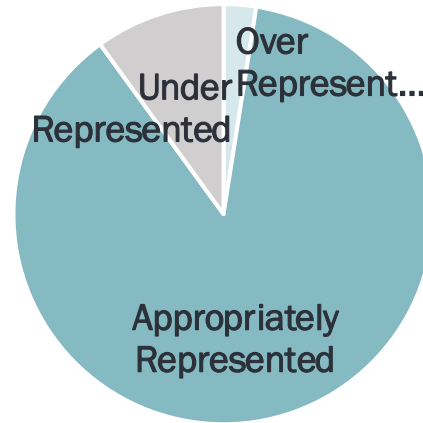5. Prompt Engineering (Prominence)

6. Share Tagged Content

Outcomes / Results

More Effective

- Creation of new collateral to communicate underserved key messages

- Generation of Message & Content Affinity
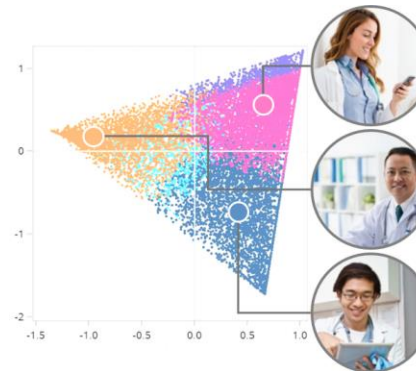
- Enhanced Promo Journeys and NBA

Key Message Mapping

Over Represent...
Under Represented
Appropriately Represented

New Collateral
(Underserved Key Messages)

Message/Content Affinity

Improved Journeys & NBA

Outcomes / Results

More Effective

- Greater Acceptance of Insights

- More Engagement

- Incremental Rx

Rep Acceptance of Alerts
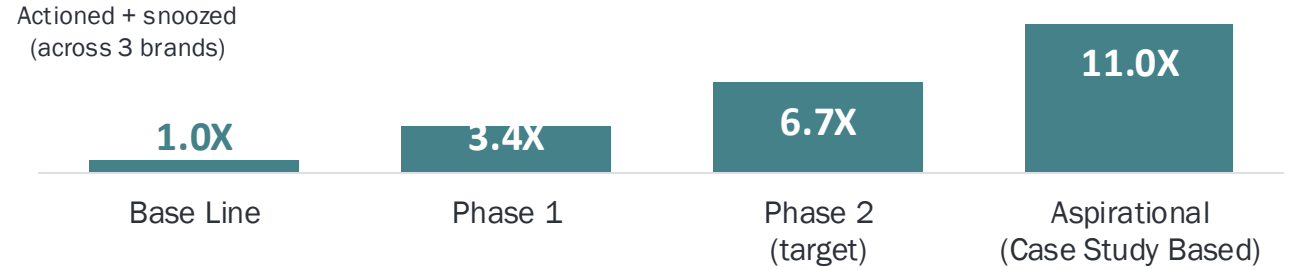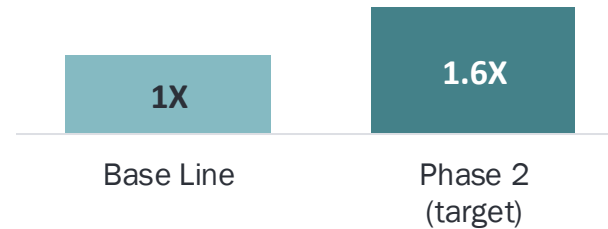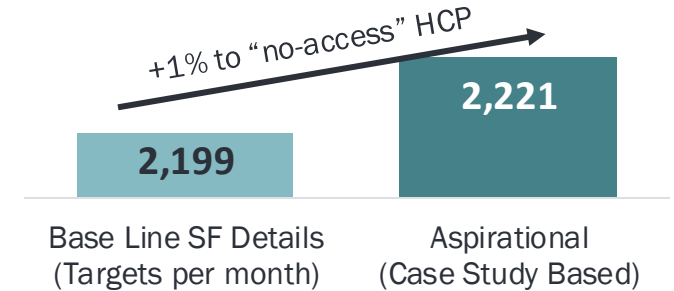
Actioned + snoozed
(across 3 brands)

1.0X	3.4X	6.7X	11.0X
Base Line	Phase 1	Phase 2 (target)	Aspirational (Case Study Based)

% Deep Engagements

1X	1.6X
Base Line	Phase 2 (target)

Increase in SF Details

+1% to "no-access" HCP

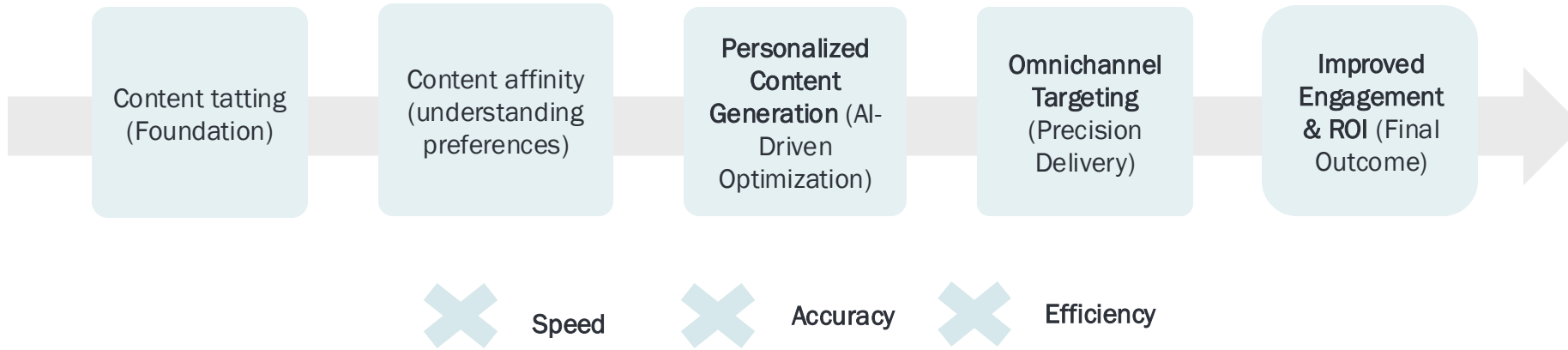|	
2,199	2,221
Base Line SF Details (Targets per month)	Aspirational (Case Study Based)

Incremental Rx

Test Lift
(other Case Studies)
Range from 3% to 6%
Lift for mature brands

> 10% for launch brands)

Control:
maintains trajectory

Tightly Matched Pairs (Test v. Control analysis)

The Journey Continues for Hyper-Personalized communications

Content tatting (Foundation) → Content affinity (understanding preferences) → **Personalized Content Generation** (AI-Driven Optimization) → Omnichannel Targeting (Precision Delivery) → Improved Engagement & ROI (Final Outcome) →

✖ Speed   ✖ Accuracy   ✖ Efficiency

- ✓ Better Understanding of the Customer
- ✓ More/Better Engagement
- ✓ Incremental Rx/Sales

The Journey Continues for Hyper-Personalized communications

| Content tatting (Foundation) | → | Content affinity (understanding preferences) | → | **Personalized Content Generation** (AI-Driven Optimization) | → | **Omnichannel Targeting** (Precision Delivery) | → | **Improved Engagement & ROI** (Final Outcome) | → |

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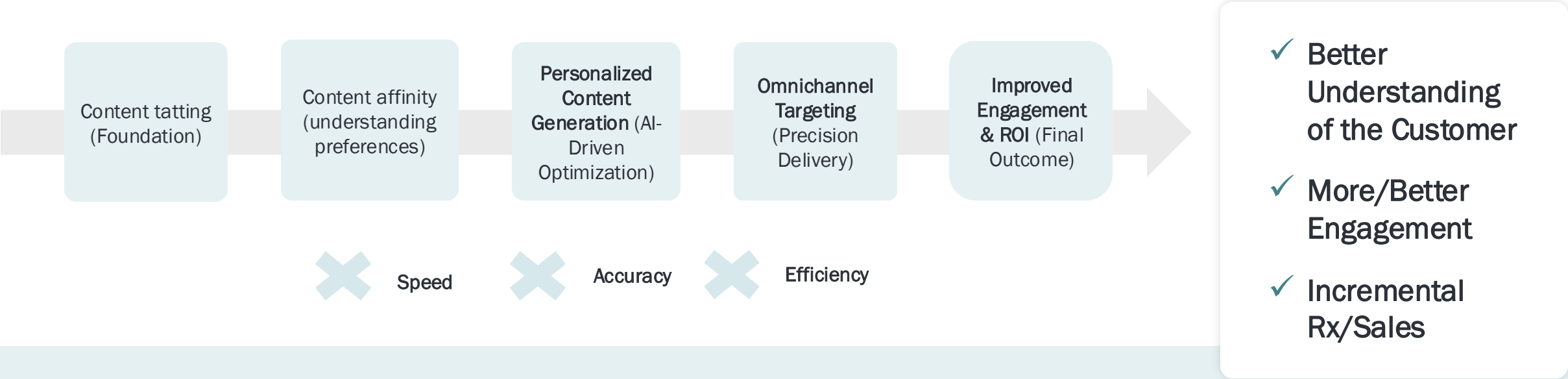
Journey Continues AI to assist your commercial organization

Use Case	Patient Prediction	Insight Access	Unstructured Notes: Insights	Process Improvements
Key Benefits	• Pt Finding • Switch, etc. • HCP behaviors • HCO behaviors	• CTR like • Pre-Call Planning • Q&A	• Customer understanding • Synthesize insights • Dashboarding • Q&A • Nuanced understanding	• Develop Content • Guardrail Tools (compliance) • Training Assistance (rapid response) • Disease understand Opportunities • Scenarios optimization

Gen AI Journey Continues

Optimize → Optimize the processes to gain efficiency and free up resources for elevated roles

Enhance → Enhance the quality of insights and the ways to consume it (real time, on demand)

Enable → Attempt what was not possible earlier (due to technical constraints)

Transform → Transform the entire process by maximizing your effort in consuming insights and crafting strategies. All of this by ensuring higher accuracy, efficiency and control & lower costs and timelines.

Thank you

For questions, please contact:

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