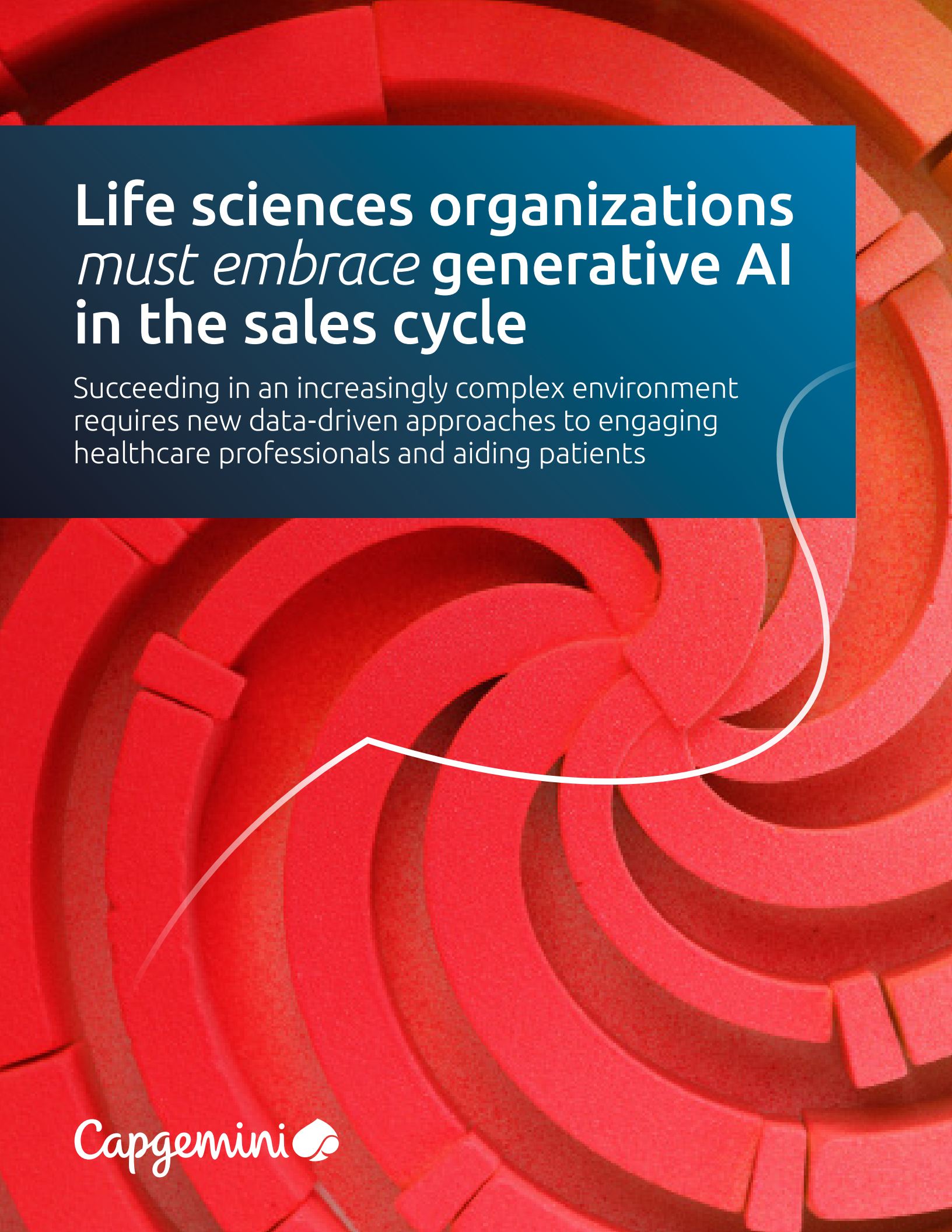
Life sciences organizations *must embrace* generative AI in the sales cycle

Succeeding in an increasingly complex environment requires new data-driven approaches to engaging healthcare professionals and aiding patients



Capgemini

The sales and marketing landscape has changed dramatically for life sciences enterprises over the past few years. The COVID-19 pandemic was a major disruptor but it's not the only factor driving this change. That means companies must embrace advanced, data-driven technologies to maintain market share in an increasingly competitive environment – and that tools such as generative AI are poised to enable this by building better experiences for healthcare professionals (HCPs) and patients.

But to capitalize on this opportunity, organizations must craft a smart strategy for Gen AI – including governance and plans to ensure the company's data assets are equipped to provide useful insights. There is great potential for Gen AI as a conversational interface within sales and marketing functions, and significant benefits within operations processes for data aggregation and analysis.

Using generative AI to improve HCP engagement

The traditional sales approach, in which representatives from life sciences organizations met in-person with HCPs, is becoming less effective. According to Ayan Bhattacharya, Vice President Generative AI at Capgemini Insights and Data, the pandemic accelerated this shift away from face-to-face sales calls – but the real driver of this change is that today, seven in 10 HCPs are digital natives and prefer to interact with organizations virtually. These professionals are no longer waiting for a sales rep to show up at their office and provide updates on key products. Instead, they are looking to be continuously informed, updated with personalized information and connecting into peer networks, seeking out research papers, and exploring product information in their own time.

At the same time, Capgemini research has discovered only six percent of HCPs are "very satisfied" with current digital offerings from pharmaceutical companies. To address this, enterprises must rethink how they connect with HCPs, drive impact, and then measure these interactions so they can be continuously improved.

Advanced analytics technologies such as generative AI can power this transformation. A properly designed and executed strategy will:

- Enable enterprises to better understand individual HCPs and how they interact with the company when looking for product data or other information
- Act on these insights to improve the HCP experience
- Personalize content to deepen the company's relationships with HCPs
- Deliver this personalized content at the right time and via the right channel.

Bhattacharya noted that enhancing Gen AI's large language models with knowledge graphs could help identify groups of affiliated and interacting HCPs. This can then enable organic conversations and sales conversions through targeted marketing, based on HCP profiles and the results of previous marketing engagements.

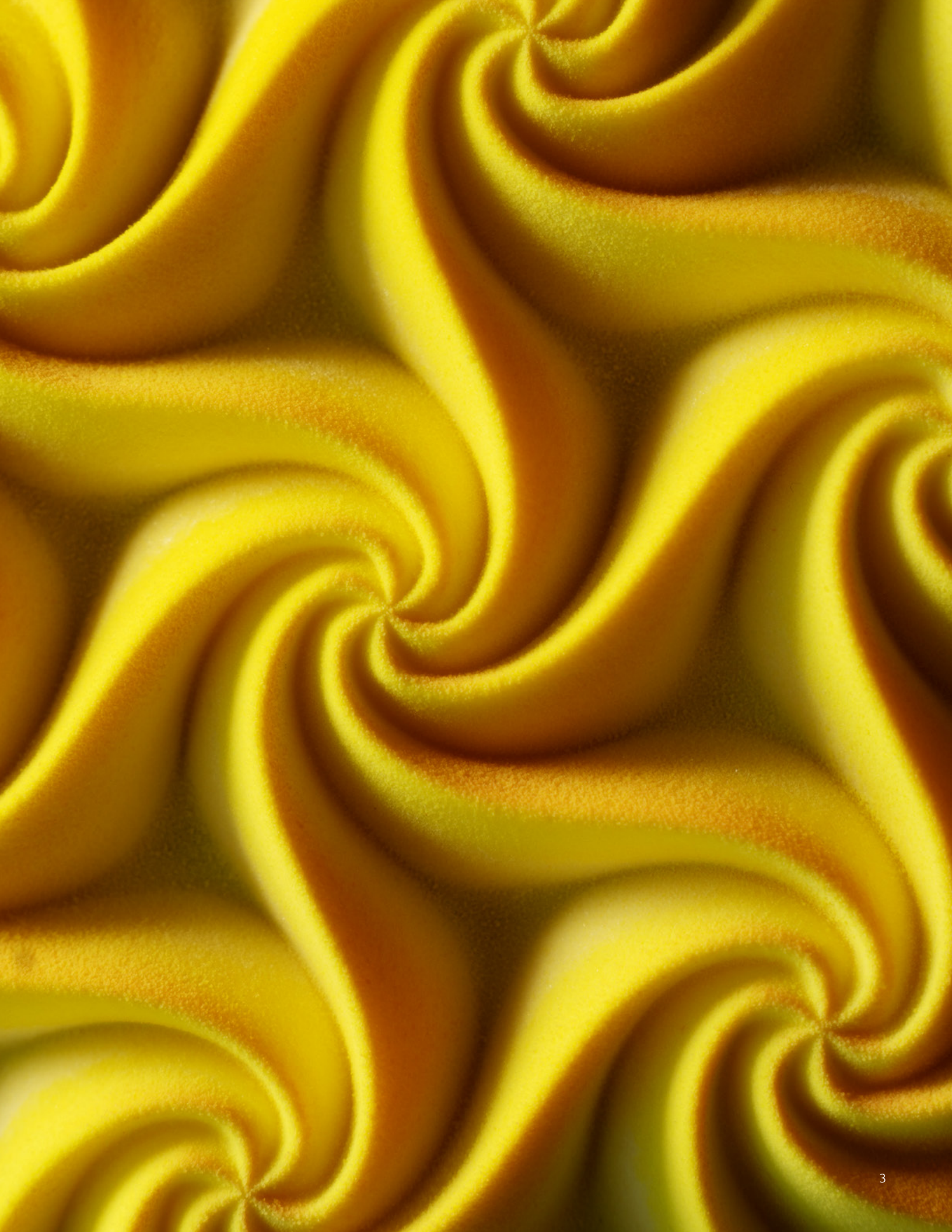
Supporting and improving the patient journey

While improving the enterprise's interactions with HCPs is critical, it's equally important to deliver a better experience directly to patients.

Capgemini's Connected Customer Journey Platform (CCJP) drives value for specialty therapies by maximizing adoption and adherence rates, according to Capgemini Senior Director Shivani Patel. Healthcare enterprises typically establish patient services organizations that work to achieve these business objectives – but today, there are significant challenges that, if left unaddressed, reduce overall satisfaction. As a result, the patient – or their HCP – may decide to pursue a different therapy. Furthermore, if HCPs have a negative experience they may recommend a different treatment to future patients.

The solution is to capture patient-level data and distill it into individual, highly-curated, highly-personalized patient narratives. Here are some of the ways this improves outcomes.

Improving patient intake: The intake process typically involves several steps between HCP referral and dispensing the first dose. These include enrolling the patient in the



patient services organization, a benefits investigation process, prior authorization, and approval. Much of this work involves manual data collection and analysis – and can take anywhere from a week to more than a month. By using AI to analyze the data and automate much of the process, the intake process can be significantly accelerated.

Removing access barriers: Applying generative AI to the intake process can identify patients that may encounter delays or be rejected for the therapy, and recommendations can be made to address those cases before they become problems. For example, Gen AI may identify patients at risk of delays or gaps in their health coverage and recommend them to a foundation, quick start, or bridge program so they can begin treatment faster.

Enabling longer adoption: Once a person is on a therapy, the patient services organization can help improve outcomes and satisfaction. Here again, generative AI amplifies the organization's ability to do this by identifying specific patients that are likely to experience issues and then deliver actionable insights – in the form of the right message, at the right time, and via the right channel. For example, AI can determine that a patient has not placed a refill for medication, identify probable causes, and then deliver a contextually appropriate reminder.

Looking beyond patient and HCP engagement to succeed

Generative AI's potential to elevate customer engagement is significant, and life science companies are understandably excited by use cases such as rep virtual assistants, intelligent HCP portals, AI-driven interventions, and Gen AI-powered hyper-personalized content.

But enterprises should plan to deploy these solutions as part of a broader strategy that uses AI and Gen AI to address other critical activities. These include operations use cases such as representative education, contact generation, and customer interaction analysis and documentation, as well as analytics use cases such as competitive intelligence analysis, drug pricing and positioning, and complaint evaluation and summarization.

Organizations must also ensure they've addressed several key data fundamentals. For example, it's important that companies appoint a C-suite executive to lead the transformation. It's also essential that customer data platforms include proper governance, such as guardrails that oversee how generative AI interacts with the corporation's data.

As well, solutions must be able to capture and use both structured and unstructured data from a variety of sources. Capgemini research has revealed 88 percent of patients turn to social media for healthcare information and support – so analytics use cases such as social media monitoring and summarization are valuable tools.

A new healthcare landscape

For most enterprises, generative AI is still relatively new – but it's already having an enormous impact. In life sciences, Gen AI and other advanced analytics tools are poised to transform patient and HCP interactions in many significant ways:

- From one-way communication driven by the field force, to individualized and seamless omnichannel engagement
- From push marketing of generic content, to anticipating HCP and patient needs and responding with hyper-personalized experiences
- From dealing exclusively with doctors, to also empowering patients as they take an increasingly active role in their health journey
- From product-centric care that focuses on drug prescriptions, to solution-oriented care that focuses on digital therapeutics and self-directed treatment paths
- From non-coordinated targeting of HCPs by siloed functions, to a collaborative customer ecosystem.

Capgemini is already working with life sciences clients on a broad range of use cases that leverage generative AI to drive engagement with HCPs and improve the patient journey. To do this, Capgemini draws upon its global network of technology partners, as well as its expertise in multiple industrial sectors, to help clients successfully identify and deploy use cases that address specific business objectives and deliver tangible value.

To learn more about how Capgemini helps pharmaceutical, med tech, and other companies in the life sciences sector leverage generative AI to improve their sales and marketing activities, please contact Ayan Bhattacharya.

About Capgemini

Capgemini is a global business and technology transformation partner, helping organizations to accelerate their dual transition to a digital and sustainable world, while creating tangible impact for enterprises and society. It is a responsible and diverse group of 340,000 team members in more than 50 countries. With its strong over 55-year heritage, Capgemini is trusted by its clients to unlock the value of technology to address the entire breadth of their business needs. It delivers end-to-end services and solutions leveraging strengths from strategy and design to engineering, all fueled by its market leading capabilities in AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2023 global revenues of €22.5 billion.

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