

# Integrate. Engage. Convert: AI in a hybrid Consumer Health world

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# Speakers



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# What is AI

An abstract digital visualization of a network or data flow. It features a complex web of interconnected nodes and lines, primarily in shades of blue and purple, with some pink and red highlights. The network appears to be expanding or flowing from left to right, culminating in a bright, glowing blue horizontal band on the right side. The background is dark, making the glowing elements stand out.

# You are a tech company

95%

of customer interactions  
are expected to be  
AI-enabled by 2025

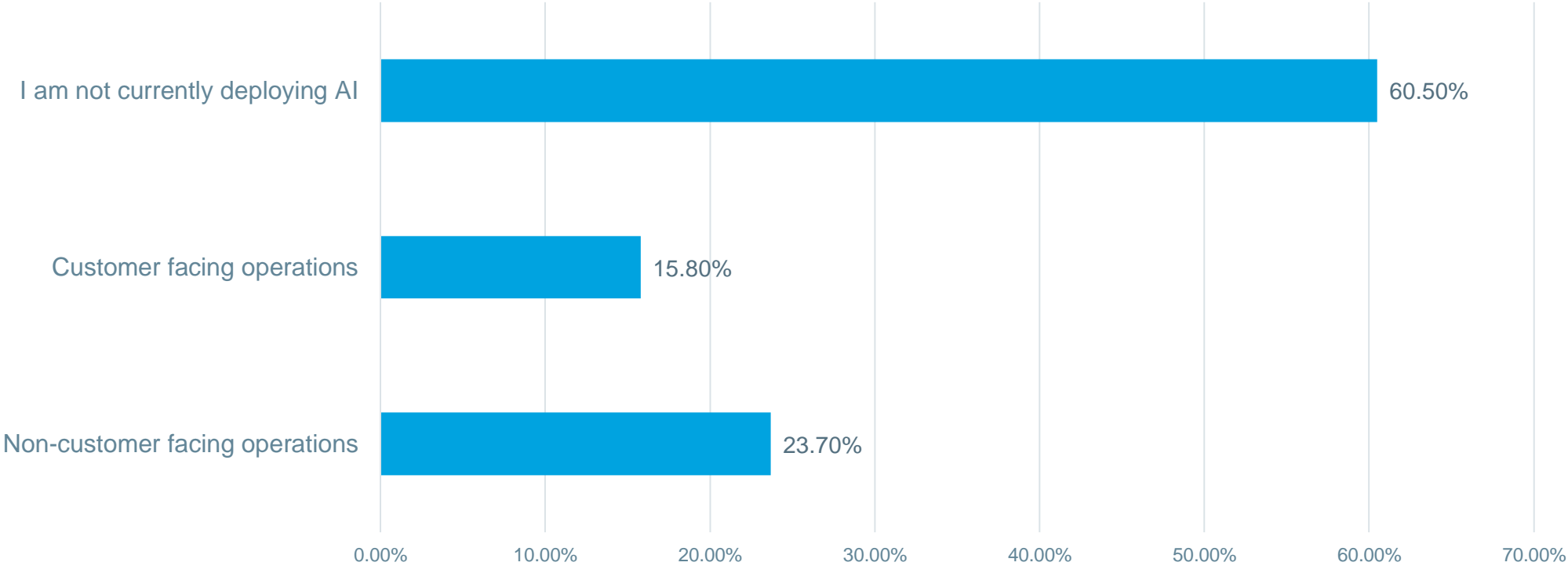


# Where is AI being deployed in marketing & sales?

| Non-customer facing | Customer facing      |
|---------------------|----------------------|
| Data & insights     | Conversational AI    |
| Propensity modeling | Automations          |
| Ad targeting        | Next Best Action     |
| Lead scoring        | AI-to-human handoffs |
| Dynamic website     | Dynamic content      |

# Live Poll Conducted During Webinar

Where are you currently deploying AI in your marketing & sales?



# Customer experience is everything – get it right

## What truly makes for a good experience?

Speed

Convenience

Consistency

Friendliness

Human touch

## What your company or brand get in return

Price premium & more spending

Customer & brand satisfaction

Company or brand loyalty/CLTV

Advocacy

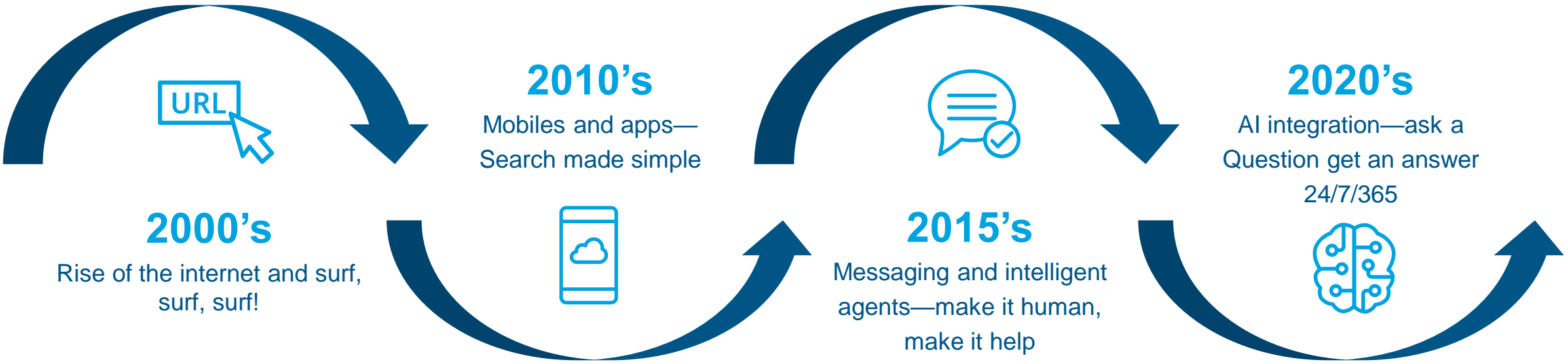
Lower OPEX

*(Note - zero tolerance for failure)*



# How AI is already impacting how people behave and what they expect

*The internet is no longer 'dumb'... we expect it to talk back*






# Recognize that all conversational AI is not created equal

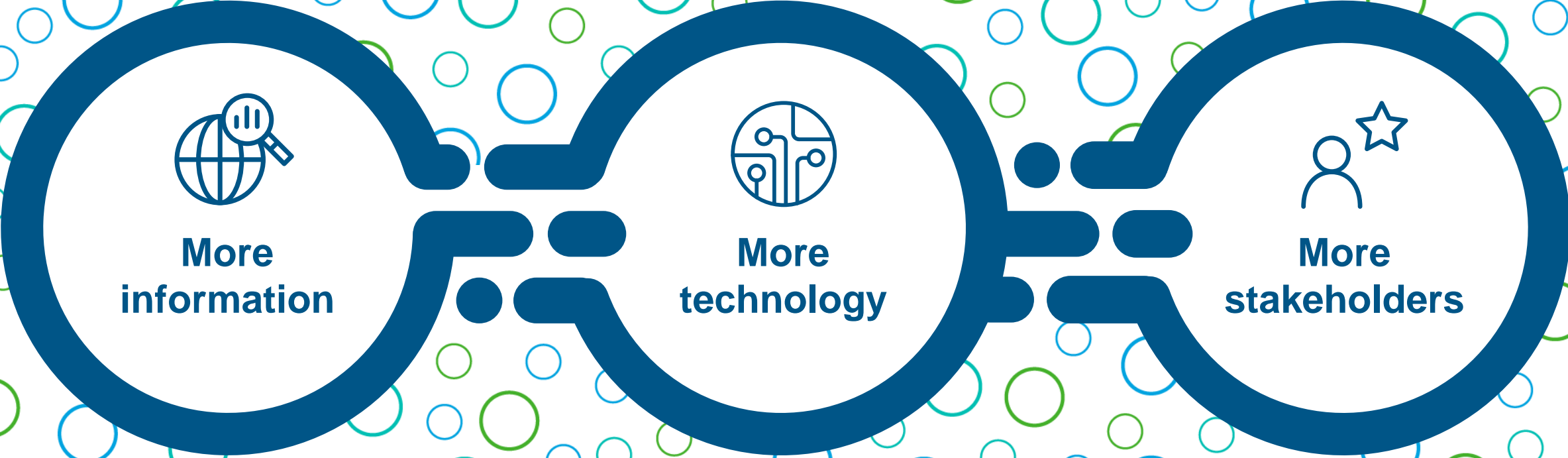
*Technology that targets the healthcare audience – both HCPs and consumers – is needed*



The background of the slide features a dark blue field filled with numerous bright blue, glowing particles. These particles are arranged in several distinct, parallel, slightly curved paths that create a sense of depth and movement, resembling a digital or scientific visualization.

# **AI and the consumer health path to purchase**

# We are surrounded by data ... but how do we see the value and take actions?



# AI can maximize this data across the consumer journey

*From passive and active data collection for innovation, to monitoring the purchase journey*



## Smart hardware

Increased precision in consumer grade wearables, biometric sensors, consumer genomics and much more



## AI healthcare apps

More individual control on health & wellness



## Digital purchase journey

Health solutions are delivered in new ways disrupting existing value chains



... changing how consumers interact with their health all the way through to purchase

# Case study – Voice-enabled access to healthcare through AI leads to changing health behavior

*Home assistant-based applications & apps based on NLP and DL*



## Roche “Sulli” the “Diabetes Guru”

Recognizing diabetes related questions  
& answering with expert knowledge

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About diabetes

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Diet advise

---

Exercise tips

---

Medication information

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Monitoring

<https://www.accu-chek.com/resources/sulli-the-diabetes-guru>



## Amazon “DR AI”

Based on medical knowledge

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Engage with consumers about their symptoms

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Uses existing data & deep learning

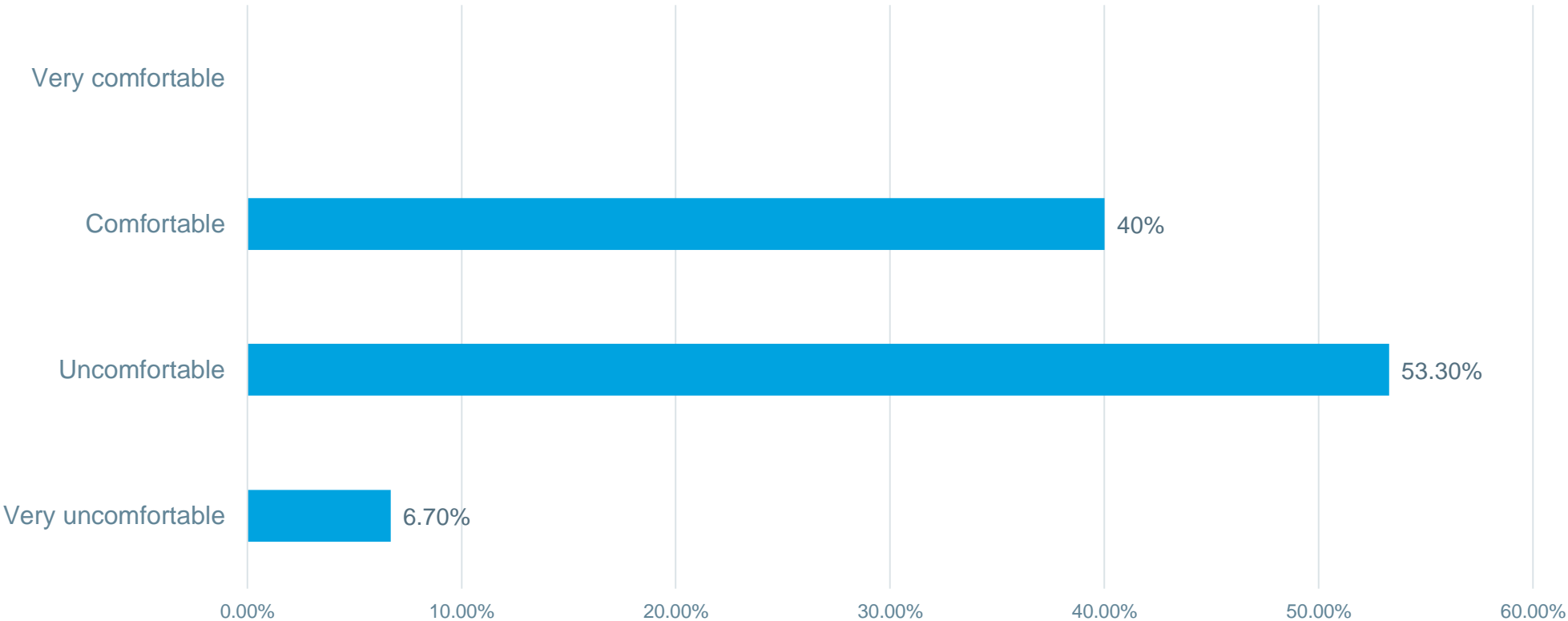
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Symptoms related recommendations

<https://www.amazon.com/HealthTap-Inc-Dr-A-I-by/dp/B06WRSVQH9>

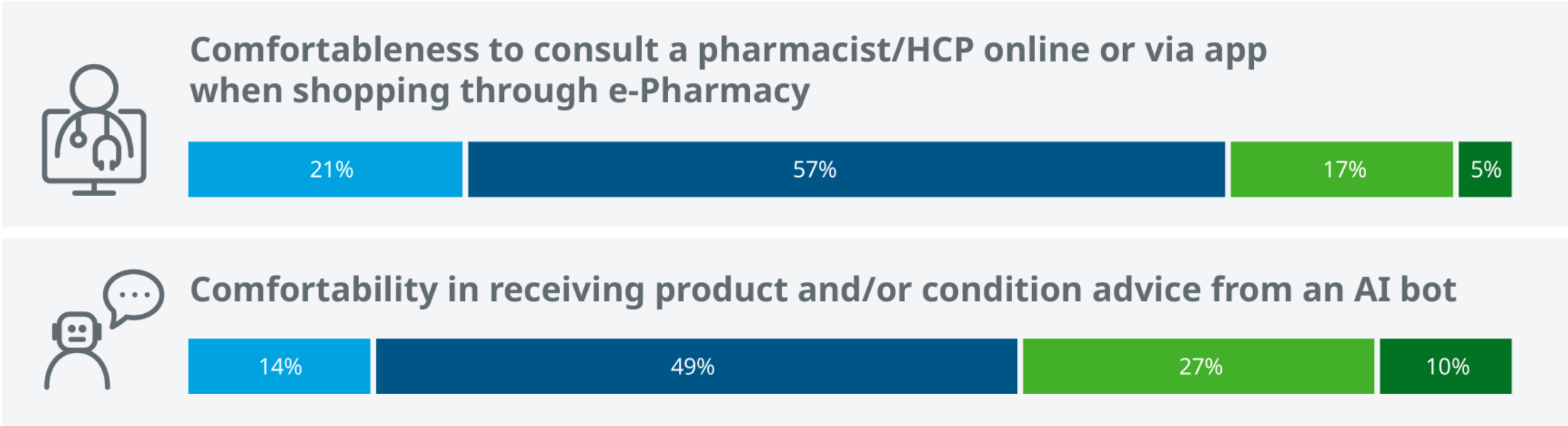
# Live Poll Conducted During Webinar

How comfortable do you think consumers are with receiving product and/or condition advice from an AI bot?



# Consumers are comfortable getting advice from AI driven technologies when on a healthcare purchase journey

*In-line with the pandemic-driven online acceleration – people are comfortable interacting virtually*



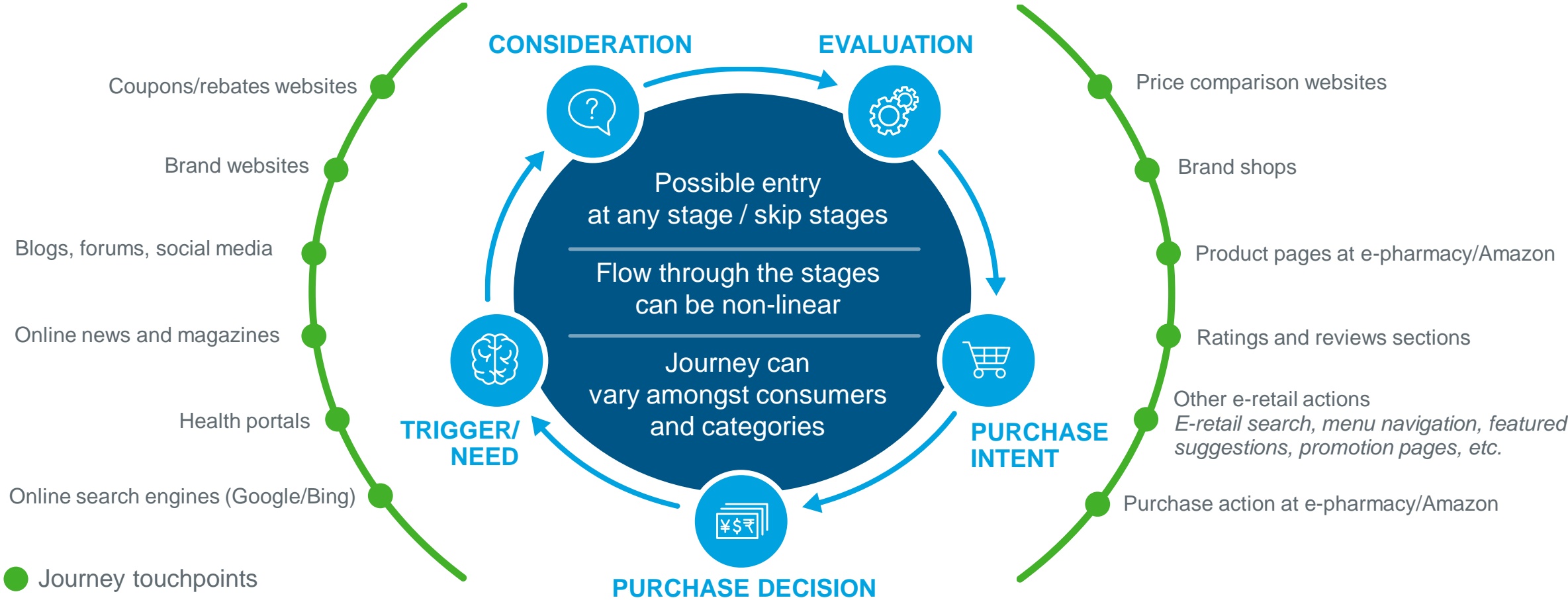
n=2392

■ Very comfortable ■ Comfortable ■ Uncomfortable ■ Very uncomfortable

Source: IQVIA Consumer Health Under the Skin – Dermocosmetics 2022 - <https://www.iqvia.com/library/white-papers/under-the-skin-dermocosmetics-2022>



# This shift can simplify the journey to the right health outcome and can drive brand reputation and trust



**... millions of touchpoint actions throughout a complex consumer journey**

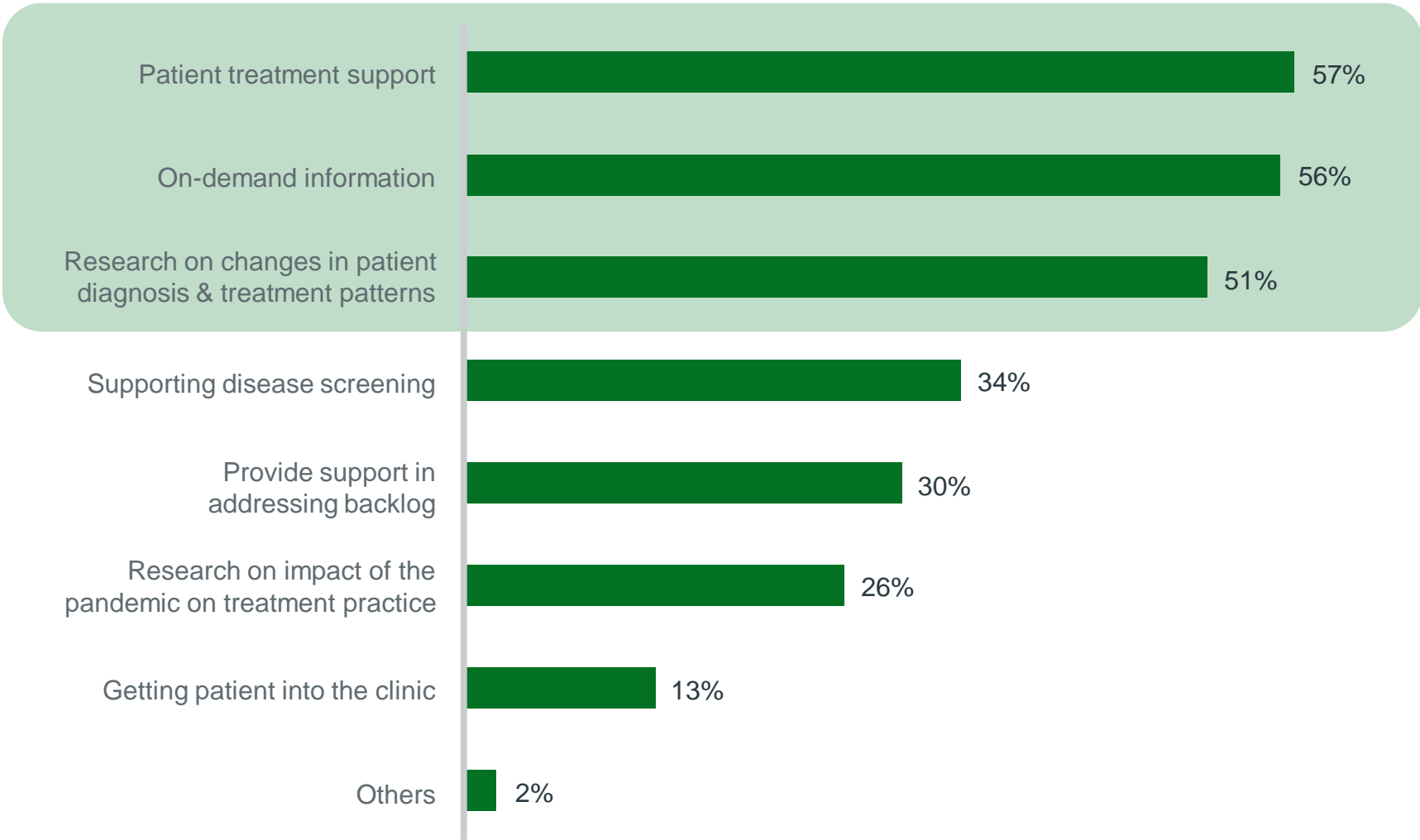


**Influencing the  
influencers—  
AI in new HCP  
engagement models**

# Previous survey of HCPs in the EU4+UK showed more than half want research/support on diagnosis and treatment, on demand



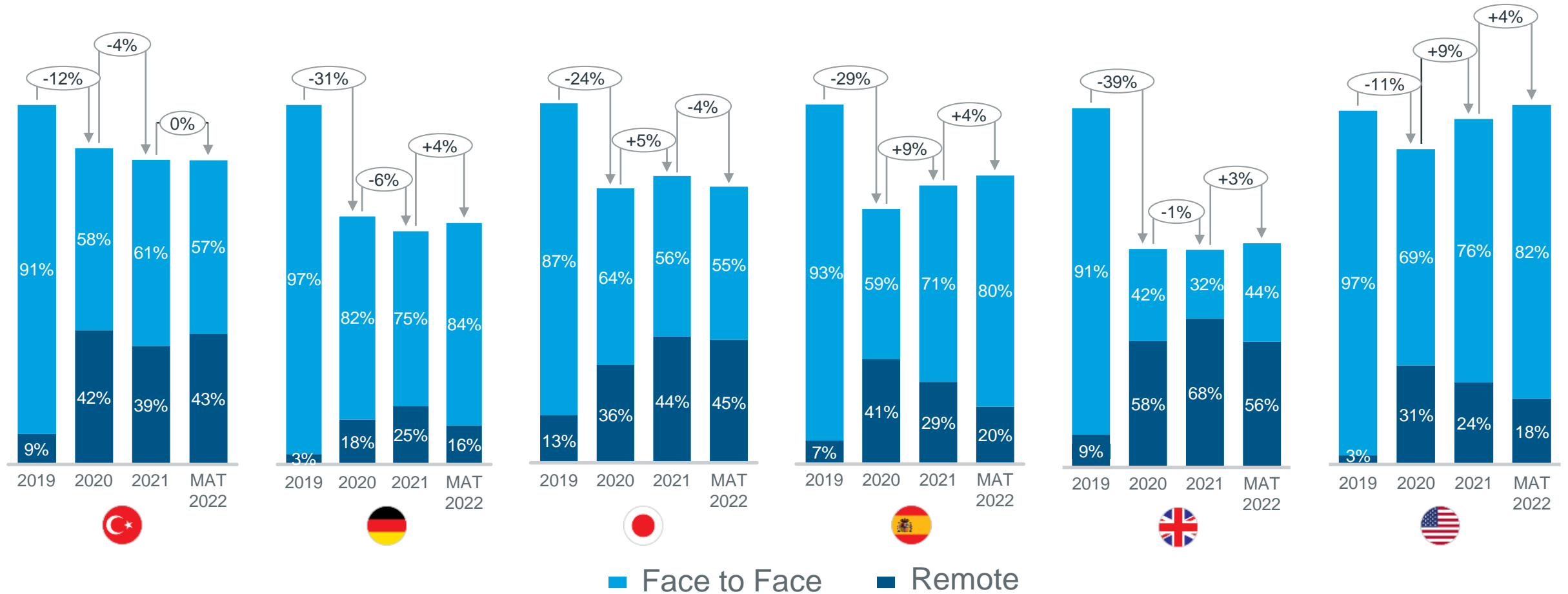
(n=972), % of HCPs  
Multi-select



# Level of remote interactions not retreating post-pandemic

Major Markets: Full year 2019 vs 2020 vs 2021 and MAT May 2022

## Share of F2F & Remote interaction in promotional volume



# The change case in HCP engagement is substantial



Customers have embraced a **once-a-generation technological shift**



Pandemic accelerated the trend of **year-over-year declining HCP access**, in-person visit volume will not return to pre-COVID-19 levels



**Customer experience** bar has been raised: personalized, frictionless, 24/7/365 access to support—a customer is not a customer



New customer engagement models will provide **competitive advantage**, i.e. pull, contextual push



“Humans only” is not scalable in a **24/7 always-on world**.

# The age of omnichannel in life sciences has arrived

COVID-19 pandemic forced greater use of multiple channels - now the industry needs to 'get smart' on how these are used to offer seamless, value-adding engagement experiences for HCPs

## Key Requirements & Examples

 **Expertise** ▶

New skills, capabilities, roles; greater cross-functional collaboration

 **Technology** ▶

Connected ecosystems to plan, optimize, activate, execute & measure engagement

 **Data & Analytics** ▶

Data driven engagement such as Next Best Customer-Content-Action etc.

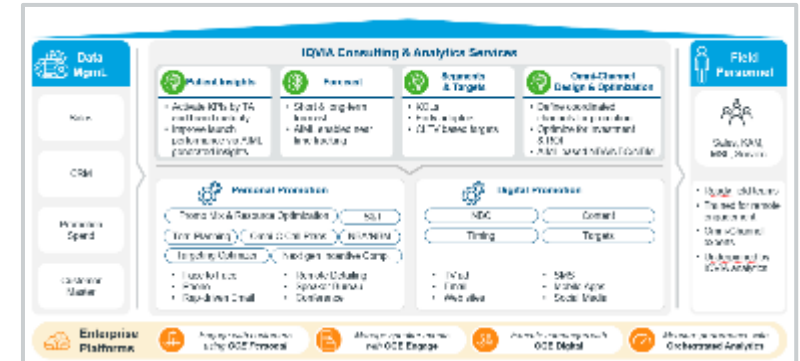
 **Content** ▶

Content specific strategy; HCP personas, journeys; channel specific; personalised

 **Process** ▶

Strategy & change; ways of working; workflow design; standards

**IQVIA can help as required...**



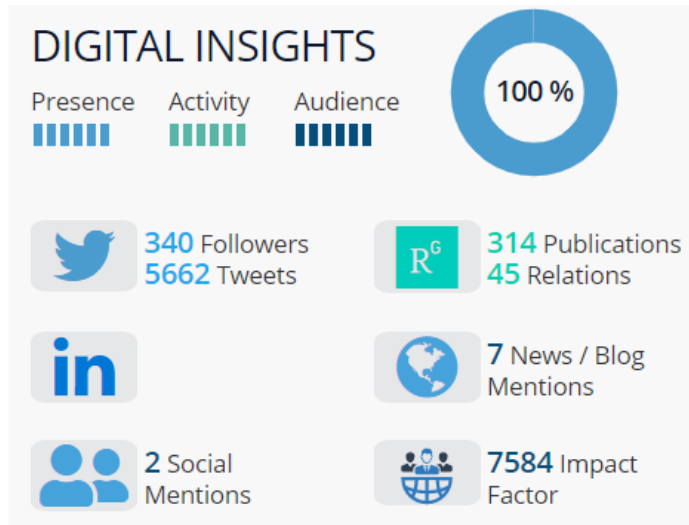


# HCPs need to be treated as a person rather than a group

*All have varying preferences for how to receive different types of information*

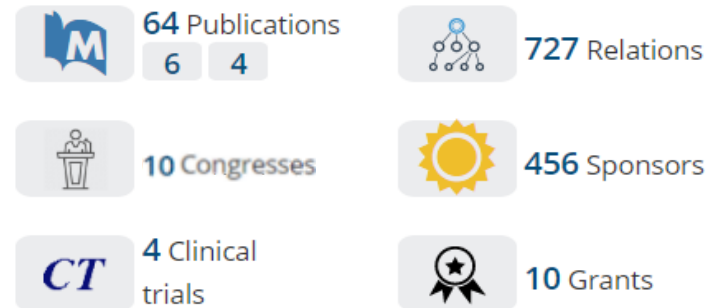
## Digital insights

Combination of Scientific Presence, Activity and Audience



## Scientific insights

### SCIENTIFIC INSIGHT

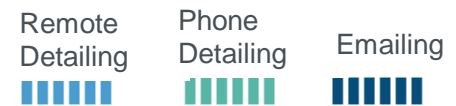


## Engagement insights

Engagement score with identification of HCPs:

- who received **remote detailing** calls
- who received **phone detailing** calls
- who opened **emails**
- **Call pressure**
- **OWA insights**
- **Telemedicine flag**

### ENGAGEMENT INSIGHT





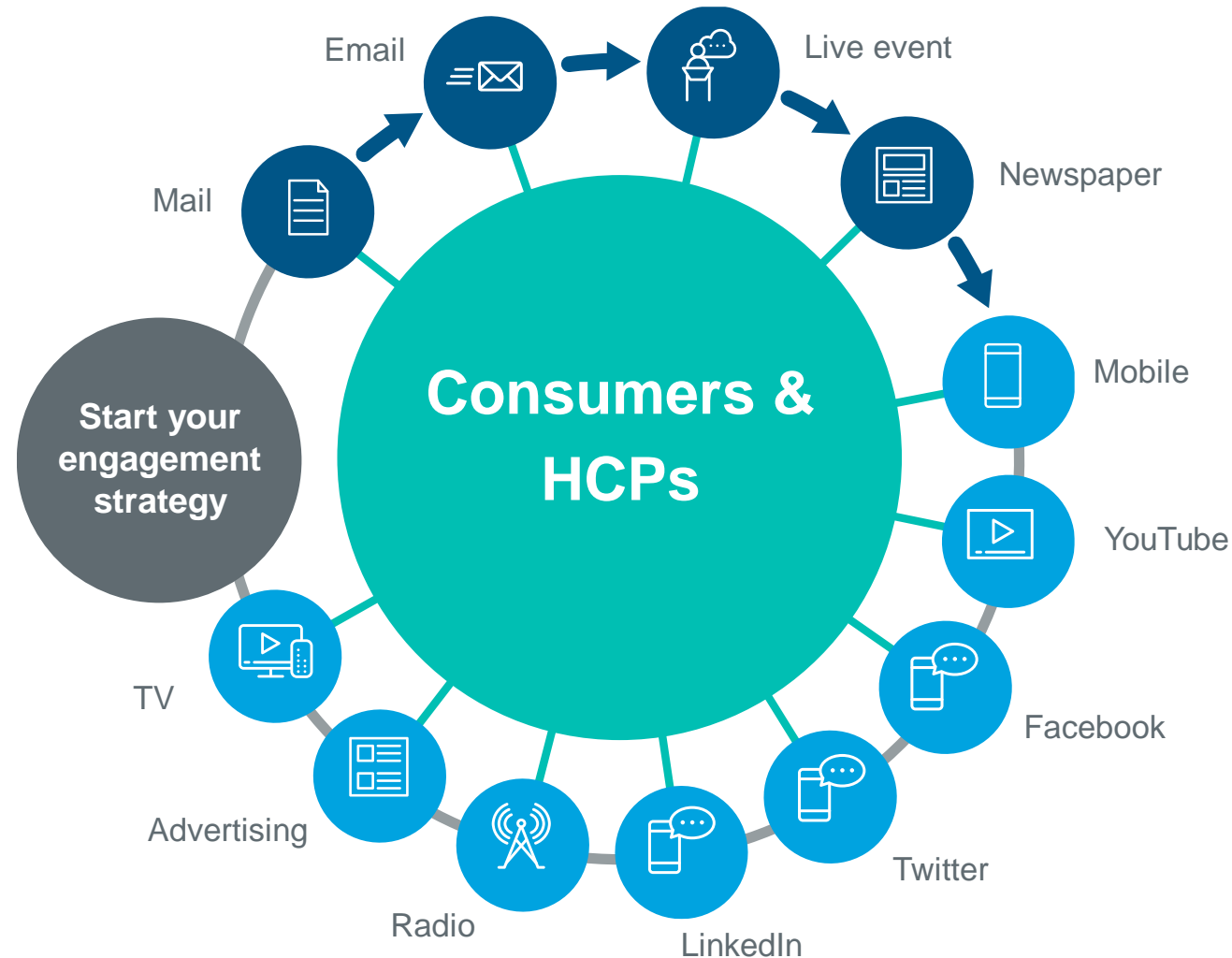
# Driving to AI





# Driving consumers and HCPs to AI

*Driving to AI means having an established and integrated digital engagement strategy*

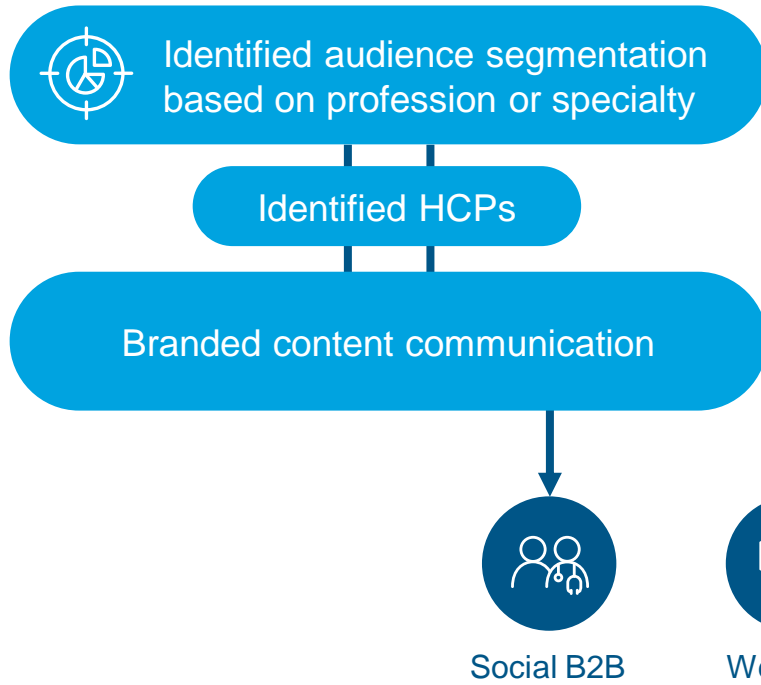


# Bolster digital engagement for HCPs using data and context

*Mixing precision with scale brings better results*

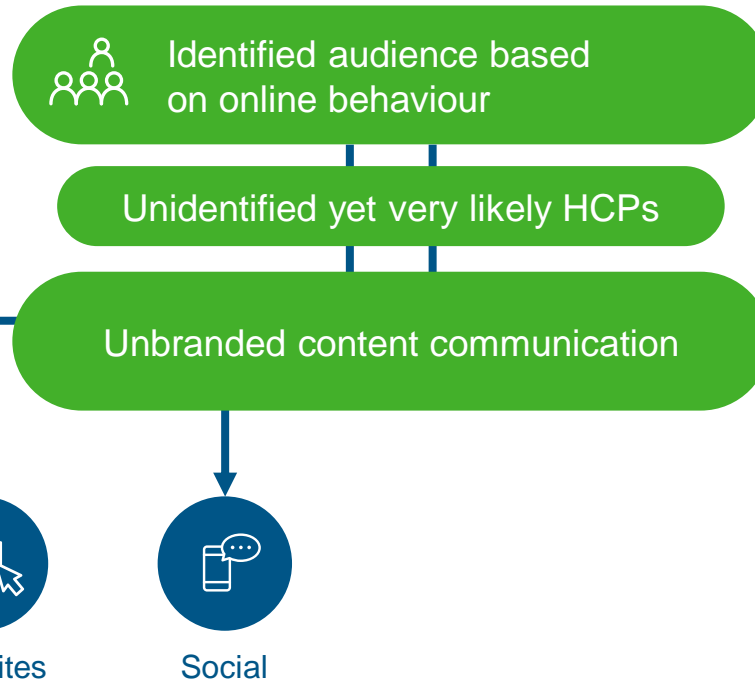
## OneKey first party audience

Exclusive HCP data allowing precision marketing



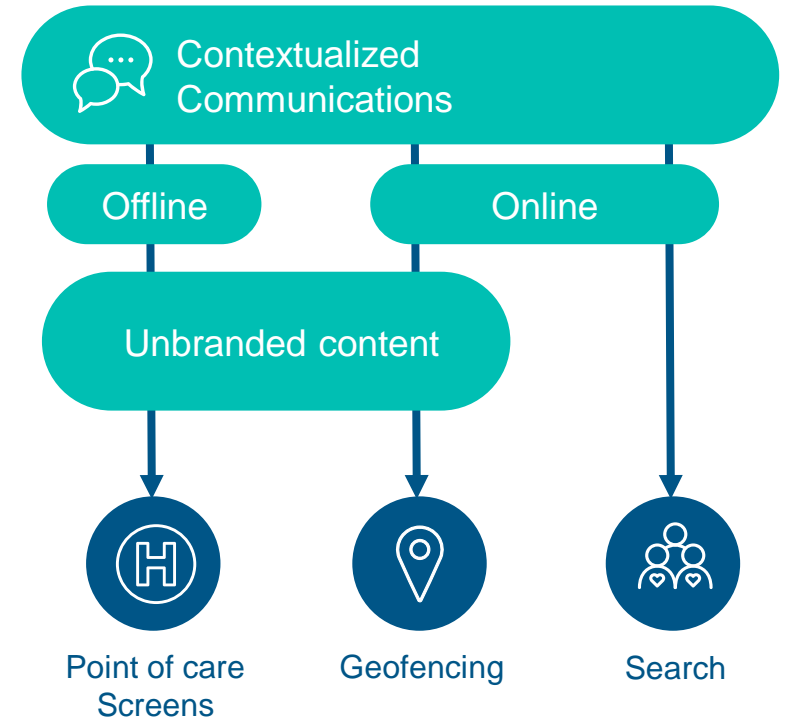
## Predictive HCP audience

Targeting based on online HCP triggering signals (keywords, content, publications, etc)



## Contextual Marketing

Trigger-based marketing based on HCPs offline and online journey





# Driving purchase and recommendation with AI Agents

# The need for engagement has never been more important for customers

*But they're turning to platforms, not healthcare and life sciences companies, for conversations*





# Expectations are simple – and increasingly easier to deliver on



24/7/365 access

Self serve

Digital first

Digital fast

Human in the loop

# Conversational AI is the new standard to serve customers at their moment of need, at scale

## USER EXPERIENCE



### Website

- Easy to build
- Difficult to navigate
- Hard to find information
- Not always searchable



### Click To Chat

- Popular interface
- "Ask" instead of "search"
- Long wait times
- Script driven



### Chatbot

- Intuitive interface
- Basic Q&A
- Menu-button driven
- Restrictive experience



## Conversational AI

- Intuitive experience
- Detects intent signals
- Capable of self-learning and adaptation
- Understands complex, medically-nuanced language
- Human-like dialogue



# HCPs and consumers use conversational AI every day



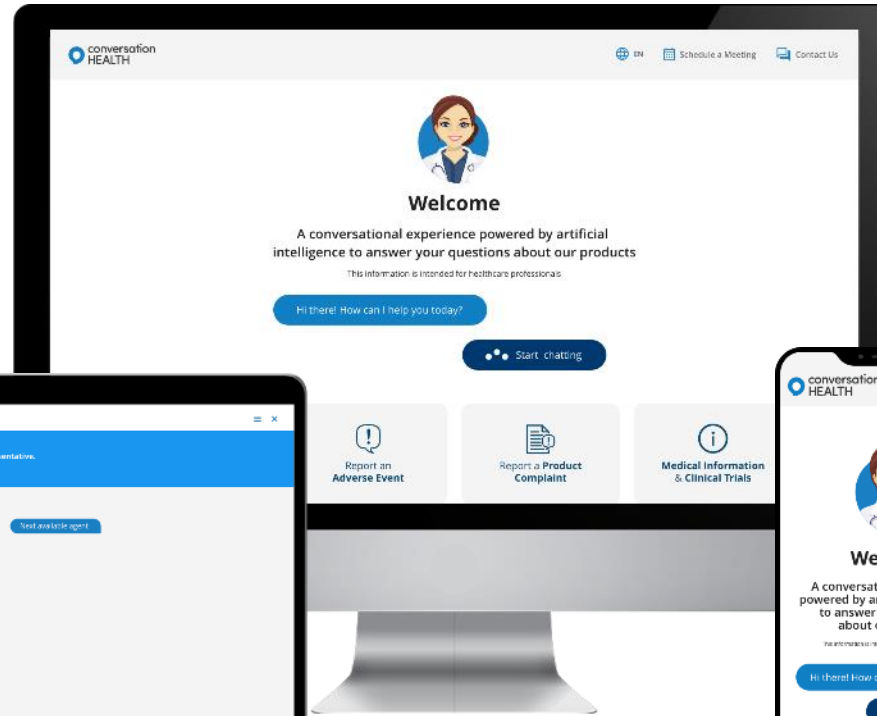
# Conversational experience must also be front and center

*Focusing only on technology and not human-centered design is a recipe for failure*

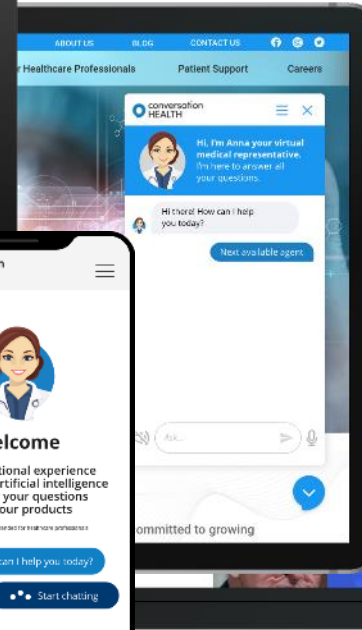


# Make AI agents the digital front door to your brand or company

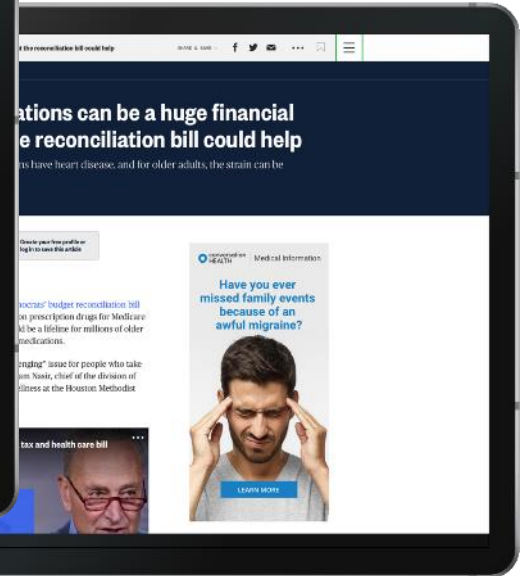
Full Page Web Agent



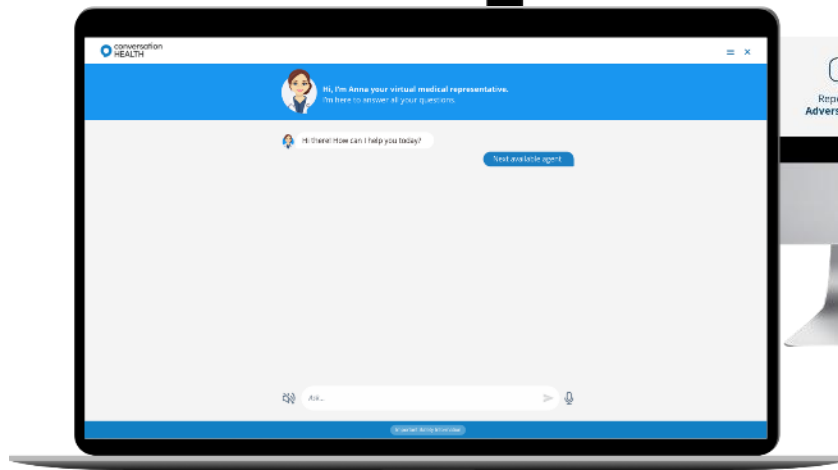
Popup Widget Agent



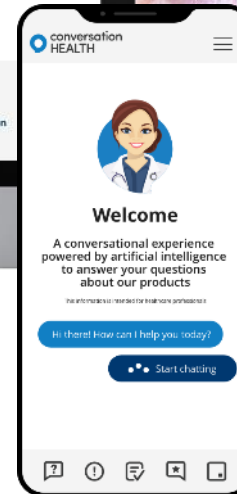
Ad Unit Agent



Web Agent



Mobile Agent



# This is how we extend reach, frequency and engagement



Hi, I'm Elle. Your virtual medical representative.

I'm here to answer all questions.



**Augment your existing humans**  
Extend reach, frequency and customer experience, especially with high-value 'see' healthcare providers



**Replace your existing humans**  
Expand reach with universal audience, especially moderate-to-high value 'no see' healthcare providers



+



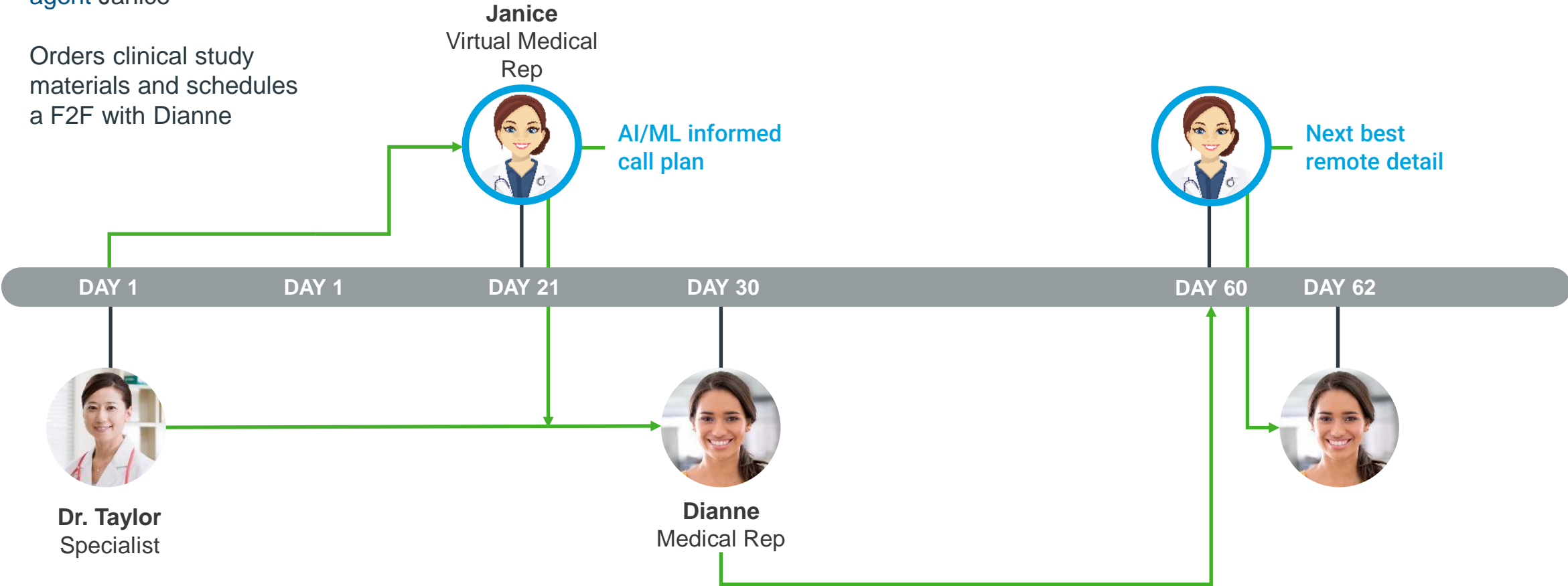
**Create new human and virtual experiences**  
Deploy precision targeting and ad capabilities to uncover new high-value brand ambassadors

# The power of AI + human teams



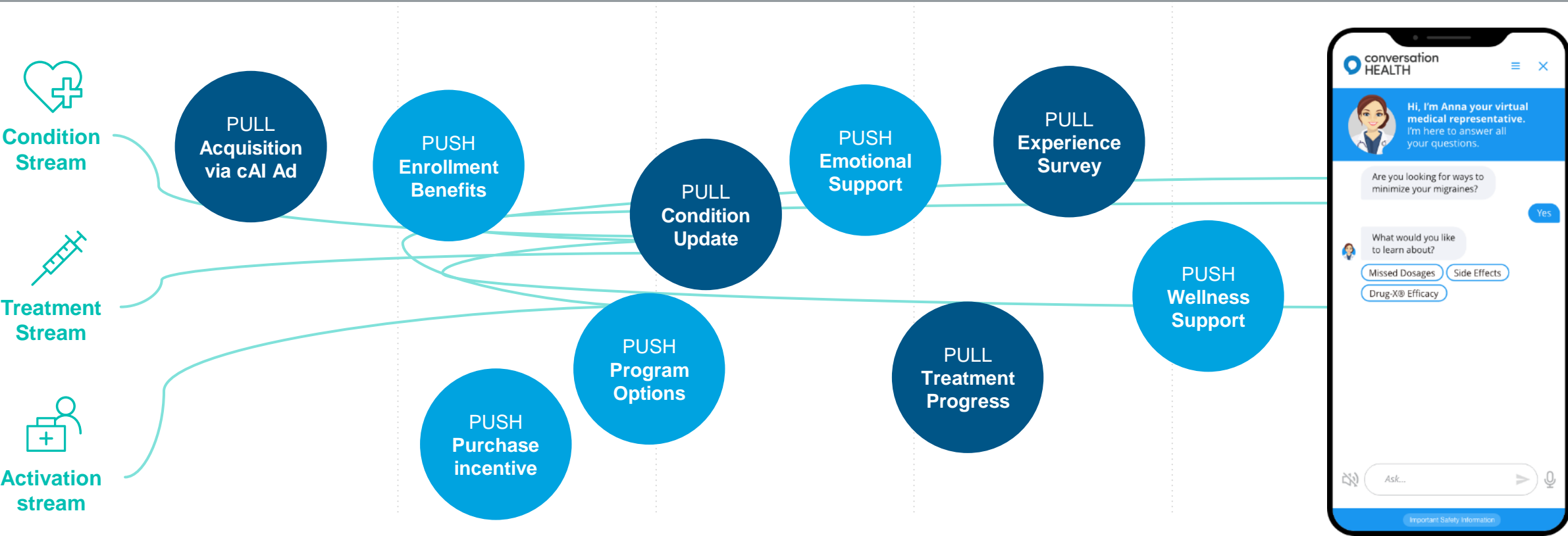
# With HCPs, action “pull” with contextual “push” via next best action

Dr Taylor arrives at AI agent Janice  
Orders clinical study materials and schedules a F2F with Dianne



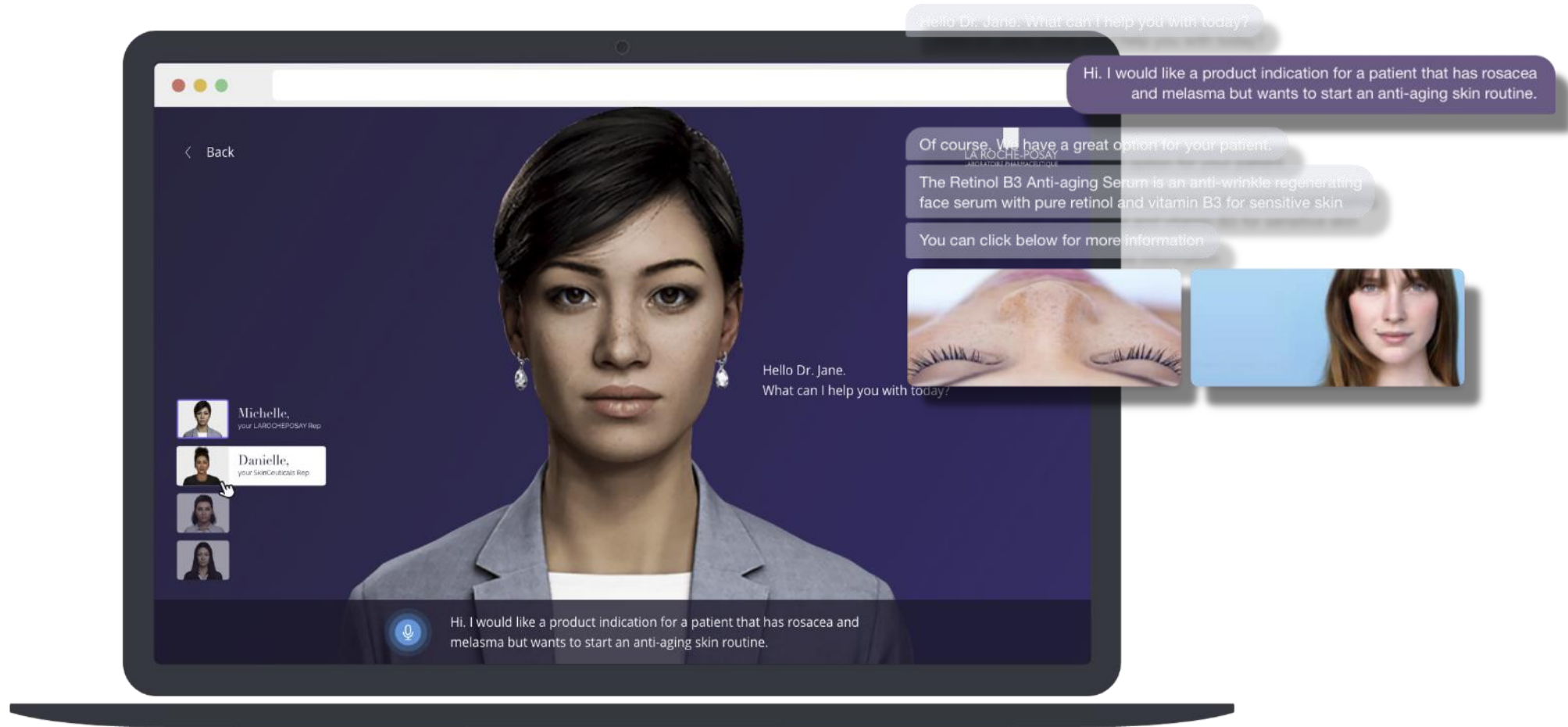
Dr. Taylor requests disease intercept content from Janice

# With consumers, personalize journeys by brand, segment and stage





# Execute through text, voice and digital humans



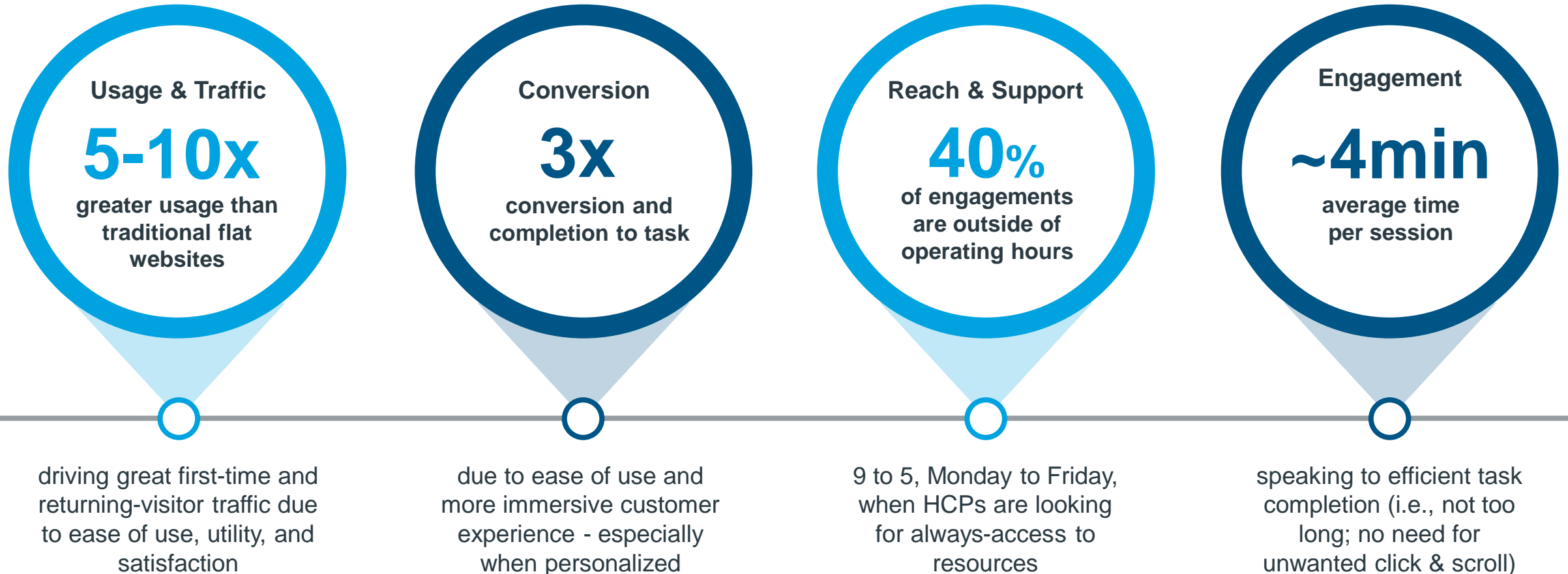




# **Power of integrating AI agents**



# Usage stats<sup>1</sup> from our AI deployments in 2020



# Usage stats<sup>1</sup> from our AI deployments in 2020



driving customer satisfaction, speed to resolution of issue, and high return rate



1. Contraindications
2. Commercial Qs
3. Indication
4. Dosing
5. Patient Support



a function of knowledge, growing clinical usage, and lack of access to commercial resources in real time



manufacturers are engaging and supporting HCPs in ways they haven't through traditional F2F commercial efforts

# Key Takeaways

The background of the slide is a dark blue field filled with numerous glowing, curved lines that resemble fiber optic cables or data paths. These lines are more prominent on the right side, where they curve upwards and outwards, creating a sense of depth and movement. The overall aesthetic is high-tech and digital.



# Key takeaways for better AI-driven engagement in 2023

1

Your customers are 'digital first' and expect support 'digital fast'

2

Think of how to enable self-service or 'pull'

3

Think AI-assisted CX – intuitive, natural, access to humans, better than Google!

4

Think AI+Humans – key to Consumer Health scaling and speed

5

Think 'Real-Time' response and 'next best'

6

Action your data – from segments of many, to segments of one

# The power of AI + human teams: 1+1=3



## **IQVIA Consumer Health Powered Targeted Ad Buy**

- Leverage IQVIA prescriber data to target your high value see and no see HCPs
- Maximize efficiency of your ad buy



## **In-Ad Interactive Agents**

- Intercept high value HCPs where they are on 3rd party websites with high engagement content
- Drive 3-5x greater conversion than traditional static ads



## **Web Based cAI Agent**

- Extend the engagement with HCPs with on demand service to answer a breadth of product queries product education as well as service-related support, e.g. samples
- Utilize existing content



## **Orchestration**

- Next Best
- Provide HCPs channel choice
- Primary hand off from AI to human: Field Sales
- Analytics on HCP engagement

A young man with short brown hair, wearing a dark blue jacket over a maroon shirt and a grey backpack, is looking down at a black smartphone in his right hand. He is also holding a white container with a red lid in his left hand. The background is a blurred pharmacy aisle with shelves of various medicine bottles.

Join us for...

***The Next Wave of  
Self-Care Digital  
Health***

October 26

# Q&A





# Thank You

## Please complete the survey

For more, visit:

[www.iqviaconsumerhealth.com](http://www.iqviaconsumerhealth.com)

Or email us at:

[consumer.health@iqvia.com](mailto:consumer.health@iqvia.com)

