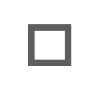
**Transcript**

15 July 2025, 03:03pm

 **Neelesh Singh** started transcription

 **Srikanth Konduri** 0:03  
Data might possess, but rather think from a part of neutrality that what if we are deploying this at any particular client? So what the stakeholders will be interested to see before they start using it and once they start using it, they might be interested to see other things.

 **Neelesh Singh** 0:04  
Hmm.  
Yep, Yep. No, pretty much aligned on that. And just to add on what's changing from 0.1 to 1.0 that the 1.0 is a real product, right? So the 0.1 was more of a sample and what we tried to do as a small pilot, but 1.0 basically goes to ground level, data gets deployed in a proper manner in the client's environment.  
Has the components around, so there are different types of agents which are which have got this specific task to deliver and so you can say that entire chain has been broken down to standardised processes and and you know and the like I said, you know the the value is on the inside that we can bring to the to the.  
The client with respect to not just our data, but overall data itself, right? And it allows us to go much, much bring much, much deeper inside as well.  
So perfectly aligned in terms of how to use this time. Rohan, do you want to add on to this before we get started?

 **Rohan Bhatia** 1:21  
Oh yes, before we get started, I wanted to get the clarity that I was thinking that maybe we can do a rundown of the current UI that we have first. So Shrikant would also have clarity on what we are trying to build and how we are essentially configuring the inside agent wherein we need the most of the inputs and where.  
The end user is going to come and have a conversation with the entire model that we have, or maybe see the curated insights. So that is what I was planning K we can use the current reference that we have for MMX, we can take a look at it then probably that would give us a good starting point as to.  
How we are actually structuring this at the point at the moment.  
Does that sound like a? Of course. Thank you.

 **Srikanth Konduri** 2:03  
Go for it wrong.

 **Neelesh Singh** 2:08  
Hello everyone so my.

 **Rohan Bhatia** 2:13  
I'll go ahead and present my screen.  
Right.  
OK. Is everybody able to see my screen?

 **Pavan Kumar Alluri** 2:41  
Yes, Ron.

 **Rohan Bhatia** 2:43  
Great. OK. So Shrikant, at the moment, the way that we thought of 1.0 is that we want to have an agent builder or screen prior to which a user can come in and have a simple prompt. He can just put in his own.  
Use case and he can just put in a simple query over there and he can just say, OK, this is my business problem that I want to resolve and then out of all the current use cases that we have, we'll give him a prompt that, OK, this used case is what solves your business problem.  
So at the moment, let's consider that MMX is solving a business problem. I clicked on the MMX use case and on the configuration screen we've come to this page where in a back end SME like somebody from our team is actually going to configure the use case over here.  
So maybe a super admin SME, somebody would do this configuration.  
So on the 1st what we have because we need to do the configurations and we need to ensure that all of the data vendors were giving us this data. Everything is configured so there will be a configuration screen wherein we'll be setting up the connectors for all of those raw data sources could be an FTP could be coming on data from BLOB from S3, from Azure Data Synapse could be.  
Be connected and all of those will be preconfigured.  
So once those connectors have been configured, we can come to the data pipeline agent wherein we'll actually start pulling in the data from those different connectors and wherever we have the data from. So this is a screen where we have a guided prompt wherein we'll select the subject area to which we need to select the data I'll select.  
Sequels were more at the moment and I'll select my database, my schema and how many tables do I actually want to ingest?  
When I click on submit I'll get a prompt that do I really want to do another setup or do I just want to confirm so once I click on confirm we'll see that it is getting configured wherein everything else is grey right now. But once the configuration has happened I can move on to my next agent which is the data quality agent.  
The data quality agent is basically a simple DQ kind of stream wherein we want to ensure that data correctness data is capped and we are also performing some cleansing rules on the data that OK if the data is not in the correct format, we are expecting MPI and C standardised formats, numbers not having special characters, spaces, replacing bounds, and all of that.  
So all of that happens here in the data validation and cleansing part, and we're able to see the validation box over here as well. So we're able to see, OK, what exactly was validated? Was everything done correctly? And we're also coming up with a proper execution dashboard for this entire.  
Module wherein we have different reports coming up when we'll be able to see the actual numbers and DQS validations from all of these different agents and how the data was passed on from one to another. Now, once we've got the data standardised and the DQ is done on that data.  
We want before we go into the modelling, we need to create the pre modelling data set wherein we have the business agent coming up wherein I can I can download my template. We have a specific business rules document or a template that we created for this. So let's assume that we already have the.  
Process as per the template will automatically identify how many sub agents does it want to create. It will create those sub agents automatically depending on how we've structured the template and the limit. So basically I can go into the business agent this is going to come in from my business rules Doc and this is coming from my land Graph Planner agent.  
So basically as per the understanding of the LLM and the framework that we have, it is going to generate a prompt for me. The planner will populate that and a corresponding sequel filings with page and generated as per the understanding of the LLM what it has been able to understand.  
Now I've gotten my query, I can do my reconfiguration here. I can read that date N number of times and once the SME is through the SME is confirmed that will be yes. My final SQL query looks good, he can go to the data quality rules as well. Define over here. What exactly does he want to validate like generally while we are?  
Creating we do all sorts of unit testing sizes, all those unit testing natural language queries can come in over here. The SME can again check that, OK, the queries getting created correctly and then this query will actually validate the business room query that has been created and the final data set that gets generated.  
Whatever we're doing when you're testing now, after that we come into the modelling agent and where in the modelling we have right now, this configured specifically for MMS and we will do the configurations for fast 340B and on the use cases as well where in the SME will be able to select the channels, the hyperparameters, normalisation variables.  
And do the final set up for the modelling and we'll have preconfigured scripts in the back end which will be dynamic enough to ensure that the variables that are being selected here can actually go into the script, and then the script will get configured As for the SME and.  
After this we have an execution dashboard wherein we'll be able to see the parameters. We'll be able to see the response scripts and if the SME feels that no, it is not accurate. The algorithm is not performed correctly. He can come back to the screen, do the configuration again, and then press on execute flow.  
Execute for will actually execute everything and after which actually the execution logs in the dashboard will get populated.  
So this is how we've put off the agent builder right now from an SME perspective and this is what we're planning to amplify over time. We'll probably start making we as per we go to the other versions 1.0 this is what we're planning and as soon as we go on to other versions, we have more and more updates happening to this.  
In the finally insights agent, what we're planning is to have two different tabs. One is going to be a conversational chat bot and one is going to be the curated insights and the conversational chat bot is going to be very similar to what we have in 0.1. The curated insights will also be that, but in curated insights, what we're planning is.  
We want to have a dashboard embedded within every inside. So sorry.  
So we're planning.  
To have something of this sort which will actually feed my created insights wherein I have a user persona who is actually coming in and getting that query, we have the insight which will be populated around the dashboard.  
We'll have some domain knowledge of context going into the element so the element knows what exactly it has to generate, and we'll have corresponding KPIs and trends for it. So this metadata will actually enable the element to understand what you create and then accordingly it will generate this dashboard as well. So on double clicking on those insights.  
On the screen, a dashboard with these KPI and friends will get populated and we have the sequence as well, which we'll have the queries embedded in the document and essentially you can take values from those queries, create an inside of this format. How we need to do, which is the difference for.  
And on the domain knowledge that we are given to them that OK, what exactly is there? What would market share mean KPI definition and what is the business context between actually giving that insight to that use of persona, that final insight will be generated and will come up on the screen which is what we are also looking to actually.  
Get out of this workshop that we're conducting that we want to have this kind of a document populated wherein we know what kind of insights will be most valuable to the client that we're going to approach, what can be the questions that they're going to get in a conversation, involved format so that.  
We know that what kind of an input data set that we need to prepare for that chat bot? How do we need to train? How do we need to ensure that the NLM is given the right responses and not hallucinating? So these are the two aspects of the rated insights and the conversation with that bot that we want to get aligned on to for fast in this option.

 **Neelesh Singh** 10:49  
And I think Rohan has covered everything in a breath in terms of what we're trying to do. But I think this was just to give you a quick peek about how the internal components look like, what client will have access to Srikanth and Karthik would be.  
The the You know the inside page, right? The how we have seen 0.1 the conversational interface and the curated inside that is a component that client will see. So everything goes behind the scene in terms of the processing. But now it is well organised in terms of the different agents and.

 **Rohan Bhatia** 11:11  
121.

 **Neelesh Singh** 11:25  
And you know, and those configuration that goes into the agent.  
Any questions so far before we jump on, I think the conversation we want to have Shrikant and the simulation that will actually help us to populate that curated insight component.

 **Rohan Bhatia** 11:46  
Right.

 **Srikanth Konduri** 11:46  
Yeah, there are some questions Nilesh and Rohan, but let's not go there yet. While implementation, we'll figure out what is the best way to do that given the time we have. Let's try to focus on, you know, the user person and what kind of questions they might have.

 **Neelesh Singh** 11:48  
Hmm.  
Yes.  
Hmm.

 **Srikanth Konduri** 12:02  
I have come up with some of them and try to expand that with the help of LLM so I can walk you through those examples in the today's call, but I would encourage Karthika and team and later on the team that is closely involved in the implementation of fast at our existing clients.  
To come up from their perspective, also like what were the questions that they were asked with either most frequently or most impactful? And how long did it take for them to get to the right answer and as part of getting to the right answer, what were the steps they are taking? So all of that will become as a context for us.  
Some of them might be pre curated insights if it is asked mostly and some of them may be a new insight which will take more time to configure and deliver. So I'll give you some examples team here and obviously the first example is when we're talking about fast just for the interest of every.  
Everybody in the call it is expansion as favourable access scoring and targeting, right. So we are trying to rank the favorability of a access environment from a products perspective and as most of you already might know, in the US market particularly, that's where most of our clients are.  
We call it as a managed market landscape because the PVMS pharmacy Benefit Managers Act as a middleman between the manufacturer, the insurance providers and employers and the patients. So these PVMS negotiate on behalf of their insured lives. Lives are nothing but people.  
Who are subscribed to a health insurance plan to get better rates for those patients so that they can maintain their margin as well as pass on the benefits to the patients. And the problem comes with multiple products having similar mechanism of action or slightly different mechanism of action but priced at a similar range.  
So there are 7 to 10 different options in the market now. That becomes a very lucrative space for this PBMS to target some of the products and put them in a lower tier basket. Lower tier means higher contribution from the patients and a higher tier means.  
Lower contribution from the patients T1 is like high best tier. T4 is like the worst tier and not only the tiers. They will also try to put constraints on the utilisation management by means of two major livers. The first major liver is a prior authorization form.  
So prior authorization form is nothing but before giving the drug to the patient, they will have to adjudicate and validate if this patient is really having that indication or not. Is he getting treated with a licenced physician who is supposed to diagnose and prescribe in that particular disease area or not and have they been on the?  
Operate age according to the target patient profile according to FDA label like 18 plus years or PDF Records, 65 plus years, etc. And are they having the right gender or not? These are some of examples of the prior authorization and the second type of prior authorization is. Have they gone through any other generics before?  
Buying this product is it according to the policy, like single step at it, double step at it unrestricted etc. So there could be denials at the education level, which means the patient is not going to get the drug or the denial might be succeeded. The patient will get the drug but the patient's contribution amount may be.  
Much larger, which will cause the affordability issue for the patient. So patient might think, oh, this is too costly. I cannot even afford this. Can I get a cheaper option? Then they will further check if the physician has written dispensed has written code? Yes or no? If it is, no.  
That it means physician is OK to prescribe any other product with the same chemical formulation or molecule name. If it is yes, then that option is also gone for the patient. So if it's technically denied for the treatment and is out of loss. So given this dynamic and this nuance, all these pharmacy manufacturers try to aggressively contract with.  
These three large PBMS in the United States, those are MSR, which controls the Optum United Health Group, zinc, which controls CVS Caremark and Ascent, which controls Express Scripts signal prime. So these are the top three PBMS and within them there will be regional plans, national plans, etc.  
Et cetera, et cetera. For each plan, the access might be very different for you and very different for your computer. So given this access dynamic, there's a good chance that once physicians will know that what's the point of writing this product when 80% of the time it gets rejected or reversed by the patient? So I would rather prescribe some other product.  
Where there is less overhead work for me, there is less burden administration for my office to do the paperwork, talk to the payers, get the prior authorization done, add dictation done, etcetera, etcetera. So they will try to prefer the products where there is less work for them from administration perspective or there is a greater.  
Chance of getting it approved without payer rejections? I I hope I'm clear so far.

 **Pavan Kumar Alluri** 17:08  
Yes, shrikant.

 **Neelesh Singh** 17:09  
Yep.

 **Srikanth Konduri** 17:11  
Yeah. So this is the main contest for the fast app. Now. This means there is a good amount of physicians prescribing sensitivity to the access of your product or to the competitor relative access of your product versus the other product. These two are the major factors and that's where most of the.  
Brand Insights team don't pay a lot of attention into. They'll simply look at the outcome, which is the endwriting. The Endwriting is nothing but it is already passing all of these hurdles and finally finishing in the finished lap. But before that it has to pass through these hurdles, which the brand Insights team never have visibility into.  
That's because the payer level data might be less granular or the sample size might be bad. Say, don't, don't rely on it to true up the demand at a national level. They would rather go by then. What is my national demand or at Max national demand by payment channels like commercial Medicare, Medicare, federal cash, etcetera. That's it.  
That's where we come in. We try to help them out. What is the dynamic in your commercial market space? What is the dynamic in your Medicare market space etcetera? And these are the two channels where there's a scope of influencing the physicians decisions based on the access of the product, forget about Medicaid, federal cash etcetera.  
They are not coming into our purview now because there is very less of manufacturer can do to influence their decisions because it is mostly government managed. Private players are not there in the Medicaid and federal.  
So the data that will go into fast, obviously by now you might have realised it is only for the commercial and Medicare payment channels and we have to get this data at HCP product payer month level because that's what the data goes into the feature attribution model. And I think Karthik.  
Users XT boost after trying many different models he is having great success with that in terms of validation of the model and training, testing and business validation cross functional validation. So the XT boost model will have this data at HCP pair product month level, but we'll remove the HCP ID from the model because we don't want the.  
Feature attribution specific to each HCP, but rather we want the feature attribution of the model to three set of categories like the brand equity which is the past three month lakhs of the HCP's writing for the product pair combination and then the promotions which are called sample state of the past three months and the market access features you were absolute.  
And relative access features. So this is all we are directly jumping into modelling here guys. Nilesh, Rohan and team. But before jumping into modelling this access even matters for this product or not. That is something our curated insight should show upfront as a zero click insight.

 **Neelesh Singh** 19:46  
Hmm.

 **Pavan Kumar Alluri** 19:47  
Yeah, yeah.

 **Srikanth Konduri** 19:58  
So considering your data agent is connecting entire data, entire Market Basket data. Now how do I know in a very easy to interpret and intuitive way that yes, access does matter for my product. So I need to know more about this product and definitely fast is a very good use case for my product. That is the very.  
The first burning question that we need to answer does access matter or how important is performance sensitive to access so that will be the question from the brand Insights team because this is not a standalone project where only the market access team folks will be involved because.  
The outcomes of the fast tab are nothing but two things. Either you score HCP's access favorability or you derive the HCP's incremental volume writing potential. Considering his current access, there are bunch of HCP's at the same access. But if you are writing better, this guy's not writing to the same level as others.  
So there is an incremental potential to write or extract more from this FCP through the pull through messaging like you will do a targeting messaging through Viva CRM apps or access genius apps that hey look FCP you are writing for these many pairs and by the way, do you know all of these pairs have good access for my product? So why don't you?  
Write my product also if access is the only thing that is limiting you from writing my product, that's the pull through messaging example. So the first insight curated insight should be you know how to make sure that accesses matters, which means you know obviously you want to track performance of the product.  
When you want to measure the sensitivity and performance, could be your new patient share NBRX or your new therapy start share NTS or your total share which is the TRX. So we'll have to trend these three metrics over a time period of 12 months or 18.  
And show it like this share if it is at X percent. In general it is higher than X percent by 10 percentage points when your access is advantage versus computer and it is lower than X by 20 percentage points.  
When your access is worst compared to your competitors, so we are talking about share distribution at access segments.  
Either it could be absolute access or relative access segments. That is one way to look at it and the other way to look at it is let's say there are some pairs which have went through some formulary wins in the recent times. Whenever there is a win, do I observe a spike in the share. Now we are comparing the same entity not with some other entity but the same entity.  
Temporal composition before and after, so before the access event. What is my share after the access event? What is my share and if there is a difference in these two shares, you can clearly quantify it as impact because of access change. So yes, access does matter in this particular market so accordingly.

 **Neelesh Singh** 22:34  
Yeah.  
Play song.

 **Srikanth Konduri** 22:50  
Frame your SQL questions and insights to show these kind of trending overtime.

 **Neelesh Singh** 22:56  
Yeah.

 **Pavan Kumar Alluri** 22:59  
And shrikanth one question, sorry so so all of this insight that you've just mentioned, right, so it is falling in certain buckets like access insights or some kind of a performance when there's a formulary change. So on and so forth, right? So can we get this kinds of insights on the head?

 **Srikanth Konduri** 22:59  
Any questions also?

 **Rohan Bhatia** 23:01  
OK.

 **Pavan Kumar Alluri** 23:19  
PP payer product level and month level data. Or do we have something else to derive these insights?

 **Srikanth Konduri** 23:27  
Yeah, this is the TCP payer product level data, but the data you use for the model will only have the TRXS of your product of interest power. We should take the entire Market Basket right? Because we are comparing the share of not only you, but the share of your competitor also.

 **Pavan Kumar Alluri** 23:29  
OK.  
OK.  
Competitors also, yeah.

 **Srikanth Konduri** 23:48  
So you need that data set, which you might probably use for the lens. A agent which is more comprehensive.  
Landscape analysis pawan. Basically you need the entire Market Basket data and that data should be mastered with access information at HCP product pair level.

 **Pavan Kumar Alluri** 24:02  
OK.  
Got it shikant.

 **Srikanth Konduri** 24:26  
Yeah, some context list example could be, you know, very recently we were talking about this product at one of our clients. We were working on. I won't name the client name or the product name, but that product clearly is demonstrating like overall national access in commercial is giving you 12% market share. But when your access position.  
Is advantage. The share will go to as as 18% and when your access is disadvantaged, the share will go to as low as 6% and your access when it is unrestricted preferred is like 23% when it is double step eight, triple step eight, it falls down to 5 to 6%.  
So this particular market is in the biologic space for immunology, diseases like psoriasis or spondylitis, etcetera. So there is a very clear evidence that access plays a major role on how your product share is going to determine. So that itself will tell that you know fastest.  
It's definitely a very good use case, which is like you're trying to see the fitment of AI agent solution depending on the product context, market context and the physician specialty there could be different specialties reacting differently.  
So this itself, you know, we are talking about 6 to 10 insights in one dashboard and everything has to be contextualised like how many access events happened in this time period. What is the share difference in commercial and Medicare and are all commercial unrestricted payers reacting the same then we are talking about payer willingness and ability to control.  
These two are the fancy nomenclature words, but they are predominantly used by the insurance providers when they are going for contracting with the payers like manufacturers. So willingness is nothing but how willing are you to differentiate access across computers. There are some payers who will.  
Say OK, irrespective of number of agents, I'll give all of them same access like Tier 4 speciality tier. So all of them are not differentiated from my perspective and there could be another pair who is willingly trying to differentiate. No, I'll put you in Tier 5. I'll put you in tier one. I'll put you in Tier 2 and that is the willingness to differentiate.  
And the ability to control is not only giving them a differential access, but also influencing the differential shares by means of rejecting the claims which are not following the policy guidelines. So by rejecting means each product will have a very differential. Let's say if there are five products, the fair share assumption is each product will get 20.  
Percent of share within that pair, but if certain products have more than 30% and certain products have less than 15%, then there is a clear ability to control also, so each pair will have a different willingness to control and ability to control. And if that is something we can establish using curated insights, that will also be another plus point.  
For us, for the users to adapt the fast AI solution to the next level. So so there could be other new answers to Karthik. I'll just touch up on these later on. Use Jayesh and Santosh can discuss with power and team on what all insights can be clubbed into this category. The first one is does access matters. That's the theme of it.  
Uh, I'll take a quick pause. Let me know if you have any questions concerns.

 **Rohan Bhatia** 27:45  
Oh, Srikanth on the pair.

 **Neelesh Singh** 27:45  
I'm going to.  
Go ahead, Ron, please.

 **Rohan Bhatia** 27:48  
I just had one question on Peerless Winningness and ability to control how do we essentially like what parameter or what variable is used to actually judge these like within the data set?

 **Srikanth Konduri** 28:01  
Yeah, you can put it simple. For example, if there are five products as I mentioned, if all the five products have same access then the willingness to differentiate is not there. But if three products have same access and two products have different access then definitely there is payers willingness to differentiate the access across products.

 **Rohan Bhatia** 28:02  
Yeah.

 **Srikanth Konduri** 28:20  
And controlling is all about the market share. So irrespective of which tier the product is, if the share is equally distributed across all the products like 1/5, if there are five products, one seventh if there are 7 products. So then you're talking about you know all the products getting the same amount of share. So there is literally no control.  
By the payer, every product is equally preferred by the physicians or equally approved by the payer. But if there is a very different access share like two products with Tier 1 getting a much larger share compared to two other products at the bottom tiers getting a much smaller share, then there is a clear.  
Ability to control the market share.

 **Rohan Bhatia** 29:03  
You.  
All right. OK.

 **Srikanth Konduri** 29:12  
OK.  
And one more thing is you know these tier specific separation, we call it a separation, what is your share at best access position and what is your share at any other access position and the share gap between these two called as access suppression either you take the absolute gap or you could take the gap as a ratio.  
So this separation levels could be very different for certain products compared to the other products. That is also A cause of concern. So again, taking the same client, same example, the client's major concern was OK, I agree that when I am unrestricted, I have the best share when I'm most restricted I have the least share. But why?  
My competitor is still getting a better share than me when it is at the worst access position. Why I am being more controlled compared to my competitor. So that means there is a problem of pull through tactics here from the payer's end. They have restricted both the products.  
But one product is still able to perform better. That's because the recipes are more loyalist, or they're willing to write more or that product's clinical profile itself is good, that every new patient coming into the market is, like, attracted like a magnet to this product. So the preferences are different. These are other causes of concerns.  
So they should also go into curated insights by default, like not only from your product of interest perspective, this is how these metrics are playing out for your competitors. So then it should come up with some kind of access sensitivity index for you versus your competitors.  
So your separation is like 30%, whereas for your computer the separation is 20%. So for your competitor, even if his access position is improved, he has less to gain compared to you. If you contract, you have more to gain when your access is improved. So they the competitor might be less willing to recontract to get a better tier and.  
Better contracting position, but you should be more aggressive to get a better tier and better access position because you have more to gain and the same is also possible in the reverse scenario. The risk of throwing out a formulary. What if the payer threatens me that next year if I don't pay some 5% extra rebates or 10?  
And extra rebates, my tier status will be degraded. OK, what if I still get degraded? Do I have a lot to lose, or do I have a very less to lose? If I have a very less to lose, I'll be happy to degrade my access position by not giving more rebates because.  
Though my gross sales are reduced because of less TRX's, the amount of rebates that I need to pay on those lower gross TRX's are also reduced. So my net sales or the net TRX impact is very less. Now we are we are talking about simulation piece of it.  
So which is again just an extra arithmetic math of, you know, the access operation if there's operation towards upwards is higher, but towards downwards is lower then even if I'm going to degrade my contract, I have less to lose on the net sales portion.  
So for this information to come through, we need to understand the share differences on the Gross Hills piece and maybe later on as we go more inroads into the engagement, clients will be ready to share as incremental rebates at various access positions, if not absolute rebates.

 **Rohan Bhatia** 32:47  
All right, I think yes, it makes sense. But yes, the last piece was a bit complicated, but yes, I was able to understand it was able to access separation power rebates for the brand that we have in the compositor and how it matters.  
OK.

 **Srikanth Konduri** 33:05  
OK, so given this dynamic, the next thing obviously is you know the field team everywhere in the major pharma companies. I'm not talking about small and mid size pharma, they were might still have their own traditional ways of targeting exercises, but the big Pharma guys.

 **Rohan Bhatia** 33:18  
She.

 **Srikanth Konduri** 33:22  
Everybody has adopted a machine learning algorithm these days to come up with a targeting list and they keep changing their targeting list once in each trimester, there will be 4 trimesters or maybe 3 trimesters each trimester, last for four months. So for each of that cycle they are actively outreaching to other departments.  
To see if they have any additional nuances about this physician dynamics, so give us as inputs, we will feed them as inputs to our ML model so that our targeting exercise is more precise. And one of the inputs we can suggest to them is use the favourable access score of the HCPS coming out of our fastest score.  
Though that might not be the only parameter to re tier the HCPS, it will become as one of the parameters to re tier the HCPS. So that's where the targeting guys will be coming into picture and what they would be interested to see is OK, am I calling on the right HCPS? So even if I called 10 times, what if this HCP has a very?  
Poor access. Why should I call him? Rather, I would use that effort to call another HCP who has more potential to write. But who is getting lesser number of calls as of today because currently that HCP might be in T3. I'm making up an example.  
So T3 guys will receive very fewer calls compared to the T1 HCP guys, but there are certain T1 HCP guys who are not loyalist to your product. They don't prefer writing your product and why they don't prefer. There are two reasons. Either they don't trust your products efficacy or they believe that your product has a very poor access.  
Then we are talking about drill down analytics here guys. The chain of thought analytics, so why this T1 guy is not writing for your product? Is it because of poor access or if the access is better why you still not writing is he not getting enough promotional calls from my sales reps even if you're getting enough calls from my sales reps?  
In how many calls messaging about access is being spoken to those SCPS? Does this SCPS aware of my products access or not so that way then you can drill down to the root cause of it. So that's where access genius product from precision extract.  
Precision Sciences comes into picture. They will try to give a very customised message to each sales Rep whenever they selected HCP. So let's say I got a roster today. I need to visit 10 HCPS in my territory, and I'll.  
Enter the HCP ID in the Access Genius app. It will immediately tell me the profile of the HCP. This is HTP XYZ, specialising in ABC. He writes your product for 10 times lesser than the computer.  
And by the way, he has more potential to write for your product because your access is better than computer. Why don't you talk to him that your products access is better than your computer access? Then Rep will be equipped with that knowledge as an expressed action to talk about access for that HCP.  
So the targeting team also requires the fast app, which will go as one of the qualitative attribute and quantitative attribute. So the fast access core is a quantitative attribute and the qualitative attribute is the bucket of the fast access core like high access, low access or moderate access.  
Etcetera. Then the other attribute that will go out for this HCP is incremental writing potential, which is the Fast Opportunity index where we'll benchmark HCPS against the similar HCPS with same fast code, same market, desile, same market product desile. And we'll come up with the opportunity index.  
So these all will be the talking points for your reps. So by default they would like to extract this report and run with that instead of, you know, asking us for a separate project, wait for some time. That's how the people are doing it in the current way. But if we have to, you know, disrupt the way they're working.  
And make it more agent driven. We should think about this as another curated insight like which HTPS have the most potential given their current access situation.  
Any questions or concerns on this line of thought?

 **Rohan Bhatia** 37:34  
Because.

 **Neelesh Singh** 37:34  
Yeah, let's continue to think about that and you know, make that process frictionless shikan. So I think that's the key here, right, because we don't want, you know the product to be in the way that they have to change their thinking significantly.  
And also let's think about that you know if there is additional value we can provide. So we can say that you know if you're changing this is the additional piece you get, just not just that is a gentic and it's it's you know what's happening behind the scene but also from the quality of output perspective.

 **Srikanth Konduri** 38:05  
Yeah, the feasibility discussion should happen separately. Rohan, with the data team and the data SMEs like what is possible in what period of time we are trying to trade off between time insights and efforts, right. So accordingly we should customise the insights because nothing is a stepping stone, but our product should be a.

 **Neelesh Singh** 38:12  
Hmm.  
Hmm.

 **Srikanth Konduri** 38:25  
Good value proposition when we take it to the clients.

 **Neelesh Singh** 38:27  
Yes.  
Absolutely. And also we have to think about that if there is any kind of analysis or you know the decision making that happens or you know the I would say that you know any any input to decision making that happens and we can provide precursor to that or provide some more value add from the output perspective.

 **Srikanth Konduri** 38:50  
Absolutely. So still now we are talking about, you know, static state. Nilesh Rohan and team that when I say static state is that there are no active contracting going on. All the contracts are established and nobody's touching to renegotiate contracts or nobody's expecting a threat from the payers.  
To throw out a formulary. What if that is happening very soon, which will happen in two cases when there is a new product coming into your Market Basket and it is directly in line of competition with you being in the same mechanism of action then you would?  
Have a lot of anxiety either to crush that product by denying it access by aggressively contracting with your payers with whom you have already contacted. Upfront. OK guys, I just don't want you to open the doors for the other product. You know, my product is better and you know how.  
My physicians love my product, So what should I need to do to retain my access position? Do you need more rebates or do you need more evidence that my product is clinically superior? Tell me what you bought and that's where. Again all these brand Insights, team pricing and contracting team, finance team, GTN team.  
Gtnas cross to net they will rely on the same data. I want to know where the market writers are currently. Who are my loyalist? Who are my non loyalist? Are my Loyalist have a risk of switching other product when a new product launches? Are my non Loyalist not going to try my product when a new product launches?  
These are all the questions they will have for us. So then obviously as a fast AI person who is adding this AI agent app in the client role, he will be having a responsibility of creating simulations. So let's create simulations which pairs are at high risk of.  
Gaining access for the computer, which pairs have low risk of gaining access for the computers? What if there is a high risk of pairs gaining computers? How to assimilate the revision in the favourable access score? My current fast score is let's say 90%.  
Will it reduce to 70% or will it reduce to 60% when the new product is entered? So I'm degrading my HCP's cohort from a top performing cohort to a some moderate performing cohort. By degrading this cohort, how many TRXSI need to give up? What is the?  
Percentage of business at risk or what is the volume of business at risk at least if I'm able to quantify this and take it to my leadership team, then the leadership team will approve the budget for me to do additional contracting. OK, so there is a lot of risk if I don't act proactively. So let me act proactively. Let me start.  
Negotiations with the payer, so this is another aspect of it wherein it's a multi persona problem, not just one persona problem, but a market event is actively transferring. So I need to simulate the potential risk and upside.

 **Neelesh Singh** 41:52  
OK.

 **Srikanth Konduri** 41:57  
Well, at this moment I don't know how easy or how difficult is the feasibility of implementing this within the time frame that you guys are planning out, but I'm giving you some ideas.

 **Neelesh Singh** 42:07  
Yeah, I know. Absolutely. I think we're gonna be making notes of this, shrikant. But the key point here is that we need to continue to think in that direction. And there are pieces that we will implement and the product will get refined as well as we go along, right, so.  
That inside piece has to get better and better and better over a period of time.

 **Srikanth Konduri** 42:29  
OK, sounds good.  
Then the obvious, you know, very typical one which if there are 100 stakeholders, 90% of them would require just to understand where their payer is currently performing relative to other payers, which is exactly replica of our payer 360 app and sell service app on the CI Parthenon.  
So if we can able to replicate that as the 4th curated Insights module automatically, then as soon as I enter the say agent so by default I will have access to my payers only. I'll select my payer and it will tell me the performance of my payer relative to the nation or relative to the same payment channel or relative to other.  
Payers at the same access position, and I know if I am underperforming a role performing then accordingly with the regional payers, I'll do the talking accordingly. This is for additional stakeholders beyond the core product team.  
So that is like a day-to-day. Keep the lights on, kind of a module where I should be able to see the pairs performance across geographies or different pairs. Performance within my geography pair plus Geo combinations and benchmarking against the nation or the channel. Very basic rudimentary we have great.  
In implementing this in two other clients beyond Novartis, one client's implementation is actually going on as we speak at no more. Otsuka and the other client we are expecting, they will ask similar questions very soon.

 **Neelesh Singh** 44:03  
OK, makes sense.  
Rohan, any comments, questions?

 **Rohan Bhatia** 44:13  
No comments or questions right now. I believe that probably at the end of the call, maybe in the last five minutes if we could have a summary of the four buckets, probably that we've discussed so that we are clear and if we can define the next probably if we have to connect with.  
Start the information, maybe other stakeholders who wasn't been involved in this previously so that you could probably define the next steps in those final minutes.

 **Neelesh Singh** 44:46  
OK.

 **Srikanth Konduri** 44:54  
Alright guys so so I would encourage you guys to meet up periodically and validate the data that you guys are using right? Because the insight will not make any sense if your data is not having all of these properties.

 **Rohan Bhatia** 45:01  
Is it?

 **Neelesh Singh** 45:11  
Yep.

 **Rohan Bhatia** 45:16  
Could you also maybe just for my clarity, could you also maybe summarise on the four major buckets that we've discussed that we want to have for curated insights?

 **Srikanth Konduri** 45:27  
Yeah, let me summarise again. This is the first portion is the current market access landscape, but not just the landscape. It's all about does access matter, how sensitive is your product with respect to various access positions and how sensitive is the other products in the market with respect to their access positions, that's about.  
The sensitivity of access versus performance. Now the second one is from the perspective of the Field Analytics team or sales analytics team. How do we incorporate the parameters coming out of fast into their targeting methodologies like favourable access score of each HCP and incremental?  
Access driven potential volume potential of each at CP, so the outcomes are fast. We'll go as inputs to the targeting team. The second one, obviously they would try to understand it. Where are the these CPS? To which area, region, territory they are stacked to.

 **Rohan Bhatia** 46:21  
OK.

 **Srikanth Konduri** 46:22  
So is the potential different for each area, each region, each territory. It's all about augmenting the targeting methodology. And the third one is the simulation simulation is when a market event happens, like a new product is entering or your payer is threatening to remove you out of formulary.  
Or you are anticipating a big commercial contract win or Medicare contract win. So how will my access position change and what the right HCPS I need to target on considering their revised access potential and revised incremental volume potential?  
And the 4th one is the GTN aspects of it. It is a multi prong problem, so well the 4th one. Let me use a simplified version instead of a complex version. The 4th one is like a step 0 rudimentary trivial analysis where any stakeholder can go into.  
To your agent and they can choose a payer of their choice and it will be able to easily show you how the performance of that payer is against the other payers of similar access or other payers in the same payment channel or the performance of other products similar to the payer 360 and self-service apps on California Parthenon. So these are.  
Four things we discussed today.

 **Rohan Bhatia** 47:37  
OK, that really helps. Thank you for that.

 **Srikanth Konduri** 47:42  
Yeah. And there could be more use cases guys. So 2 tracks have to be running parallely. The first one is additional use cases and the second one is implementation feasibility of the use cases or I would leave it to you on how do you want to take it forward. We will get diverse perspective if we encourage more of these folks who are exposed.  
To these projects in the past to come in and have their perspective independently without being constraint.

 **Neelesh Singh** 48:10  
Right. So I think what we're going to do is we're gonna go back and look at in terms of what we have, what is possible, what does it mean from the back end perspective as well. And of course from the front end perspective. But do you think shrikanth we should have a subsequent meeting of this one, maybe, you know another couple of days.  
We just capture the other other other components too. Other views points too.

 **Srikanth Konduri** 48:30  
Yeah.  
Yeah.  
You mean the other solutions are the implementation feasibility.

 **Neelesh Singh** 48:39  
No, but other other components to it, like you said, if some people have other views as well, if there are other possibilities, then we should capture that, yeah.

 **Srikanth Konduri** 48:44  
Yes, other views, right. Yeah. Let's have those subsequent meetings and maybe you can share them. What we're expecting in the meeting. So the folks will come prepared.

 **Neelesh Singh** 48:56  
Hmm.  
OK.  
Rohan, you comfortable?

 **Rohan Bhatia** 49:02  
Yes, I would need to probably go over the recording once again.  
And if and I can share any questions with Srikanth or to discuss more. Maybe Srikanth or Karthik, I'll reach out to them with more questions definitely.

 **Neelesh Singh** 49:07  
Yeah.  
That's good to me.  
Great. I think a very useful conversation Shrikant and and Karthik as well. Thanks for time. I would set up a follow up of it in another couple of days time.  
And we'll send some notes of this conversation as well in terms of what is like you said, you know, around the feasibility analysis, what is our our view around that and we can probably think about, you know, we may have to prioritise Srikanth. So it is possible that we may say that yeah, this is possible, but is it is got.

 **Srikanth Konduri** 49:37  
Select.

 **Neelesh Singh** 49:54  
You know, a longer time to deliver and doesn't fit into our current timelines or extended current timelines. So then we may have to think about it at a later stage. But I think we, it's good, it's important that we bring all those pieces on table and say that, yeah, we're making a choice consciously that these are the ones which are go in the first batch.

 **Srikanth Konduri** 50:15  
OK, align with your approach, Nilesh.

 **Neelesh Singh** 50:21  
OK, sounds good. Any other comments from anybody else?

 **Rohan Bhatia** 50:27  
I'm good.

 **Pavan Kumar Alluri** 50:28  
I'm good nanesh.

 **Neelesh Singh** 50:30  
Great. Thanks everyone.

 **Karthik Somadri** 50:31  
No comments finish.

 **Pavan Kumar Alluri** 50:33  
Thank you, Srikanth. Thank you.

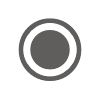
 **Rohan Bhatia** 50:33  
Thank you so much.

 **Neelesh Singh** 50:33  
Very useful conversation. Yeah. Thank you for the time, Shivantha.

 **Srikanth Konduri** 50:34  
Thank you.

 **Karthik Somadri** 50:36  
I'm very on the bike.

 **Neelesh Singh** 50:37  
Yeah. Bye, bye.

 **Neelesh Singh** stopped transcription