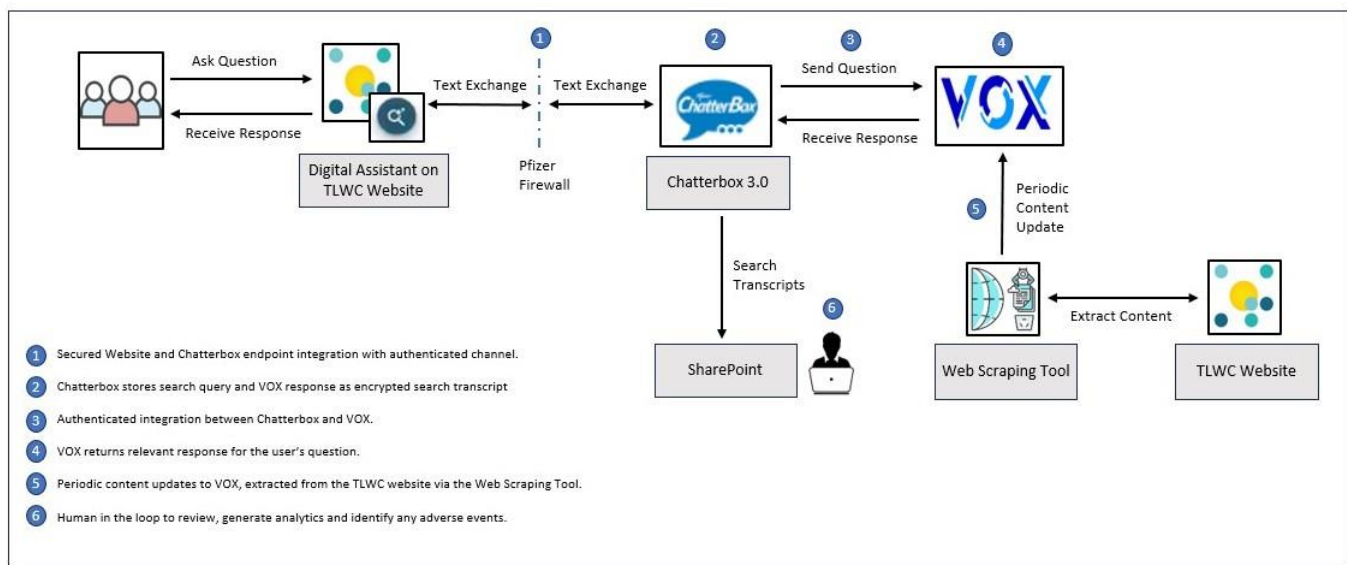


## Pfizer Unveils TLWC Digital Assistant: Transforming Health Search Experience - Now Available!

Pfizer has introduced the **TLWC Digital Assistant**, designed to revolutionize how users find health information on the [This Is Living With Cancer \(TLWC\)](#) website. This TLWC Digital Assistant is built to advance search capability beyond traditional keyword searches, delivering a smarter, faster, and more intuitive experience. Integrated with VOX DocInsight and Chatterbox, it leverages semantic search to provide precise, context-aware results with clickable thumbnail images. The launch marks a breakthrough in connecting users with trusted health content efficiently and seamlessly.

### How It Works



### TECHNICAL ARCHITECTURE OF TLWC DIGITAL ASSISTANT

#### TLWC Digital Assistant

- TLWC Digital Assistant provides the Advance Search Capabilities on [TLWC website](#)
- Hosted on Chatterbox and powered by VOX DocInsight on the backend and integrated with the [TLWC website](#) on the frontend.
- Retrieve relevant articles based on the user search query and Displays search results with clickable thumbnail images for easy access.

#### Content Ingestion

A custom web scraping tool has been developed to continuously extract, process, and update content from the TLWC website. This automated pipeline ensures seamless ingestion into VOX DocInsight, where each TLWC webpage is recognized as an article.

- ▲ **Metadata Capture:** Content is ingested along with metadata, including thumbnail images, ensuring accurate search indexing.
- ▲ **Automated Updates:** The pipeline feeds new and updated content directly into VOX DocInsight, keeping information fresh and relevant.
- ▲ **Exclusive Access:** Ingested content is transformed into embeddings, stored in a vector database, and linked to a unique Client ID assisted with the TLWC Digital Assistant (DA). This ensures that TLWC DA, integrated with VOX DocInsight, has exclusive access to the TLWC website content.

## Advanced Search

- 🔒 The **Search query entered by user** (keyword, phrases or sentence) is received by the Digital Assistant on Chatterbox and passed into VOX DocInsight.
- 🔒 **Leverages Retrieval-Augmented Generation (RAG)** for context-aware search, retrieving only the most relevant articles.
- 🔒 **For the TLWC Digital Assistant use case, LLM is disabled**, ensuring pure retrieval without AI-generated content.
- 🔒 **Semantic search ranks and retrieves the top 5 most relevant articles** from TLWC website content, ensuring high accuracy.
- 🔒 Results are delivered within seconds, optimizing user experience.
- 🔒 Highly scalable, supporting continuous content updates, multi-language search, and integration across Pfizer websites.

### Comparison with Elastic Search:

- ❖ Elastic Search uses keyword/phrase-based matching, fetching articles that contain the keyword or phrase anywhere in the content, leading to a larger and less focused result set.
- ❖ Latency in Elastic Search is higher due to fetching larger volume of articles, leading to slower response times.
- ❖ Elastic Search's has limited scalability, relying on rigid keyword-based matching rather than context-aware retrieval.
- ❖ The user experience in Elastic Search can be hindered by high latency and irrelevant results.

## Impact on Pfizer

- ✚ **Driving Innovation and Competitive Edge:** Staying at the forefront of patient solutions innovation to maintain a competitive advantage.
- ✚ **Enhanced Accuracy and Patient Empowerment:** Provides patients with easy access to the information they seek, improving their understanding of cancer while offering lifestyle and well-being resources for a more personalized and seamless experience.
- ✚ **Reduced Response Time:** Patients can quickly find relevant information on the TLWC website with minimal search effort.
- ✚ **Scalability:** Chatterbox and VOX support the expansion of digital solutions, enabling the TLWC website to accommodate a large number of users, support multiple languages and markets, and handle high search volumes to drive future growth.

## Meet the Team Behind the Innovation

Team	Team Members
<b>Business Stakeholders</b>	Ana Maria Arboleda, Lindsay Rae Macheska, Jeremy Sayers, Nelson Dorado, Rita Rozenshteyn, Georgina James
<b>AIDA Team</b>	Shobha Subbaramoo, Mangalambigai Prakash, Shravan Shetty, Amit Bansal, Tauseef Ahmed, Pushpak Kumar AR, Bharatesh
<b>Website Team</b>	Arunvisvanath Jeyapaul, Ashish Dhagat, Shaikshavali Badrampalli, Kirti Khapre
<b>Customer Experience &amp; Engagement</b>	Christine Fitts, Jessica Lakeman, Erin Uholik
<b>Enterprise Product</b>	Livea Byrne, Jurgen Hauck, Adisha Nanda
<b>Patient Program Solution Delivery</b>	Amy Carickhoff, Michael Pavlidis
<b>Client Partner</b>	Nikos Lioutas
<b>AE monitoring (Manual)</b>	Mustafa Bootwala, Gohil Chandravijaysinh

## Try It Now: Experience a Smarter Way to Search

The TLWC Digital Assistant is now live on the [This Is Living With Cancer](#) website. Try it today and discover a more intuitive, accurate, and efficient way to find the health information you need!

