**Pfizer Unveils** [**TLWC Digital Assistant**](https://www.thisislivingwithcancer.com/)**: 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**)](https://www.thisislivingwithcancer.com/) 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**

A computer screen shot of a diagram

Description automatically generated

**Technical Architecture of TLWC Digital Assistant**

### **TLWC Digital Assistant**

* TLWC Digital Assistant provides the Advance Search Capabilities on [TLWC website](https://www.thisislivingwithcancer.com/)
* Hosted on Chatterbox and powered by VOX DocInsight on the backend and integrated with the [TLWC website](https://www.thisislivingwithcancer.com/)  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](https://www.thisislivingwithcancer.com/). 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 liked to a unique Client ID assisted with the TLWC Digital Assistant (DA). This endures 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**

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| --- | --- |
| **Team** | **Team Members** |
| **Business Stakeholders** | Ana Maria Arboleda, Lindsay Rae Macheska, Jeremy Sayers, Nelson Dorado, Rita Rozenshteyn, Georgina James |
| **AIDA Team** | Shobha Subbaramoo, Mangalambigai Prakash, Shravan Shetty, Amit Bansal, Tauseef Ahmed, Pushpak Kumar AR, Bharatesh |
| **Website Team** | Arunvisvanath Jeyapaul, Ashish Dhagat, Shaikshavali Badrampalli, Kirti Khapre |
| **Customer Experience & Engagement** | Christine Fitts, Jessica Lakeman, Erin Uholik |
| **Enterprise Product** | Livea Byrne, Jurgen Hauck, Adisha Nanda |
| **Patient Program Solution Delivery** | Amy Carickhoff, Michael Pavlidis |
| **Client Partner** | Nikos Lioutas |
| **AE monitoring (Manual)** | 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](https://www.thisislivingwithcancer.com/) website. Try it today and discover a more intuitive, accurate, and efficient way to find the health information you need!