

AI Powered **PREScription BOT**

Personalization for Effective Doctor Engagement



Personalized Communication. Powered by AI. Built for Pharma.



“Executive Summary

In pharmaceutical field operations, effective and personalized communication with healthcare professionals is critical for relationship building, brand recall, and product conversion. However, Medical Representatives (MRs) face a significant challenge in maintaining consistent, tailored engagement across numerous doctor visits each week.

Prescription Bot offers a transformative AI-driven solution that elevates rep-doctor interactions by analyzing historical feedback and generating personalized, context-aware communication scripts—enabling field professionals to engage with confidence, clarity, and impact.

“The Problem

- Inconsistent Personalization and Information Gaps

Despite the increasing use of CRM tools, many pharma field teams struggle to:

- **Recall specific details from previous doctor interactions**
- **Personalize conversations based on each doctor's preferences and feedback**
- **Avoid repetition of ineffective messaging**
- **Consistently align product promotion with prior engagement insights**
- **Efficiently prepare for high volumes of daily visits**

These limitations often lead to missed opportunities, lower engagement quality, and decreased conversion potential.

“Introducing Prescription Bot

- Intelligent Support for Field Excellence

Prescription Bot is an AI-powered platform that enables pharmaceutical reps to deliver tailored, informed, and professional interactions during each doctor visit. By processing feedback collected after each call, the system generates customized pre-call briefing scripts that include recommended messaging, product focus, tone guidance, and behavioral insights.



Core Features and Capabilities

Feedback Analysis

- AI reads and analyzes rep-submitted visit summaries and feedback forms.
- Understands key discussion points, preferences, objections, and prior actions.

Contextual Intelligence

- Learns individual doctor behavior patterns, past responses, and engagement style.
- Differentiates between what was effective and what needs adjustment.

Personalized Visit Scripts

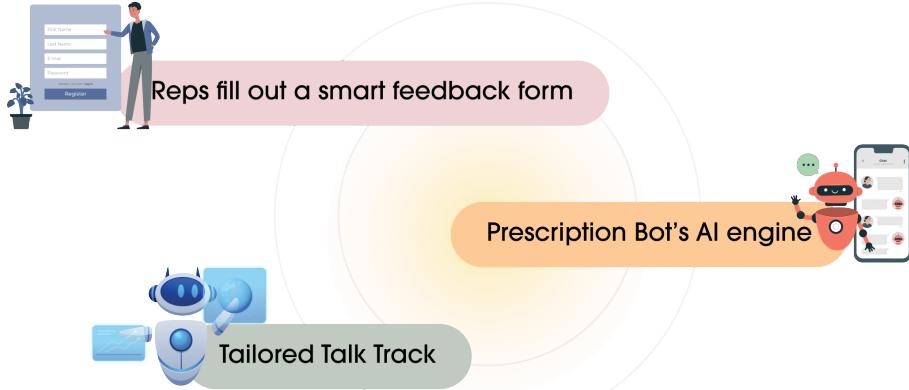
- Provides reps with ready-to-use, doctor-specific talk tracks.
- Includes product focus, messaging suggestions, tone and language guidance, and reminders of past preferences (including brand affinity and gifting preferences).

Precision Product Recommendations

- Suggests the optimal product(s) to promote based on interaction history, therapeutic relevance, and previous outcomes.

Memory Recall Automation

- Retains details across multiple touchpoints—ensuring continuity and personalization even in high-frequency doctor rotations.



“ Workflow

- How Prescription Bot Operates



- **Post-Visit Input:** Medical Representatives complete a structured feedback form following each interaction.
- **AI Processing:** The platform's AI engine interprets and contextualizes the data, mapping outcomes and preferences over time.
- **Pre-Visit Preparation:** Before the next meeting, the system generates a customized visit guide, accessible with a single click.
- **Field Execution:** Reps use this output to engage with precision, supported by data-backed insights and a structured conversation flow.

“ Organizational Benefits

Objective	Prescription Bot Value
Enhanced Rep Performance	Builds confidence through structured, personalized call preparation
Improved Doctor Relationships	Delivers consistent, context-aware communication
Increased Conversion Rates	Aligns messaging with previously successful interactions
Reduced Training Burden	Assists newer reps with messaging, tone, and personalization guidance
Time Efficiency	Significantly cuts down pre-call preparation time

“ Why It Matters

In an increasingly competitive pharmaceutical landscape, effective doctor engagement is not just about frequency—it is about relevance, personalization, and professional communication.

Prescription Bot ensures that each doctor interaction is:

- **Tailored** to the recipient
- **Strategic** in terms of product and messaging focus
- **Efficient** in preparation and delivery
- **Consistent** in brand representation

By empowering Medical Representatives with AI-driven communication support, organizations enhance the quality of field interactions while improving internal operational efficiency.



“ How the Prescription Bot Works

- An AI-Powered Step-by-Step Overview

The **Prescription Bot** is a fully **AI-driven tool** designed to help medical representatives engage doctors with precise, personalized, and data-informed communication. Every interaction, recommendation, and insight is powered by **advanced AI algorithms**, ensuring smarter, more effective doctor visits. Here's how the **AI-powered Prescription** Bot works at every step of the process:

1. Initiating the Doctor Visit via DCR with AI Integration

When a medical representative begins a doctor visit through the **Doctor Call Report (DCR)** system, the first screen prominently features an AI icon, which represents our AI-powered Prescription Bot. This **AI assistant** is seamlessly integrated into the workflow to **enhance doctor engagement** through intelligent recommendations generated in real-time.

The screenshot shows a mobile application interface titled "Doctor Visit". At the top, there is a navigation bar with icons for back, forward, and search. Below the title, there are three dropdown fields: "Call Type", "Call Objective", and "Joint Work With". Underneath these fields is a section titled "Last Five Visit Of This Doctor(s)". Below this section, there are two tables showing product and gift & sample details. The first table is for the date/time 07-Feb-2025 (07:00pm) and the second is for 07-Feb-2025 (07:00pm). Both tables have columns for Product/Gift & Sample and Qty. At the bottom of the screen is a large purple button labeled "Next" with a right-pointing arrow.

Product	Qty.
Product 1	5
Product 2	8

Gift & Sample	Qty.
Pen	5
Dairy	5
Product 2	8

Remark : Lorem Ipsum is simply dummy text of the printing and typesetting industry.

Product	Qty.
Product 1	5
Product 2	8

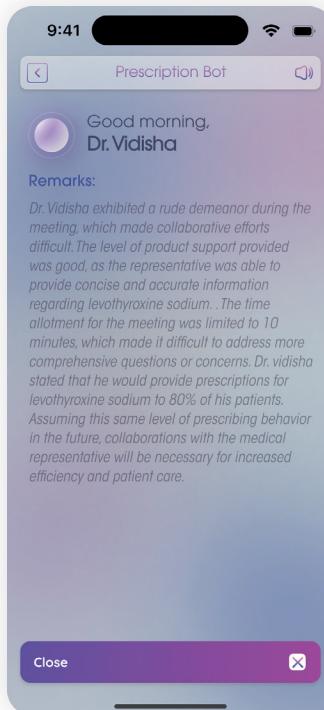
Next

2. Real-Time AI Personalization Using Historical Data

Once launched, the AI engine behind the Prescription Bot instantly analyzes historical data, including feedback submitted from previous visits with the doctor. Using AI-based pattern recognition and natural language processing, the bot generates a customized speech script specifically tailored to the doctor's unique profile.

This AI-personalized script takes into account:

- The doctor's communication style and content preferences
- The average duration of previous interactions
- The doctor's interests in specific topics or product segments
- Past AI-analyzed feedback, objections, and outcomes

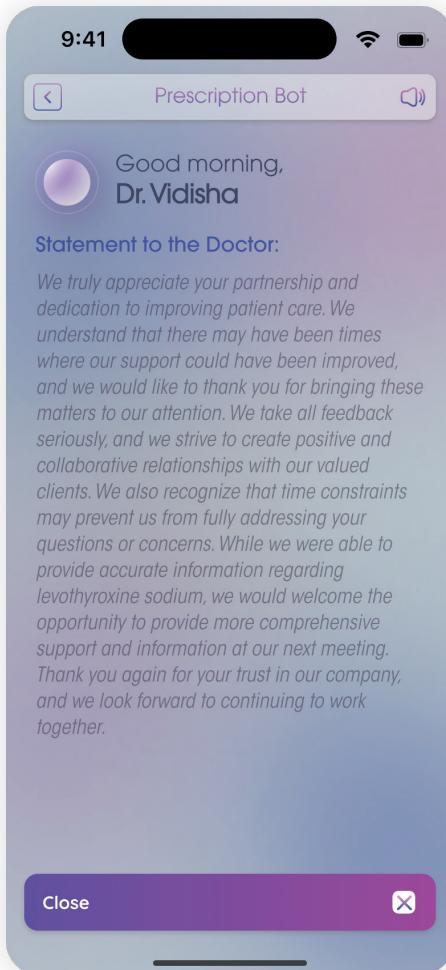


Thanks to AI, the representative enters the conversation with highly relevant and optimized content, increasing confidence and impact.



3. AI-Enhanced Precision During the Call

With the support of the AI-curated script, the representative can deliver a more focused, relevant, and confident pitch. The AI ensures that each message is crafted to resonate with the doctor's specific expectations, reducing irrelevant talk and maximizing the value of the limited consultation time.



Thanks to AI, the representative enters the conversation with highly relevant and optimized content, increasing confidence and impact.



4. AI-Supported Feedback Submission After the Visit

Once the call is complete, the representative moves to the final screen of the DCR to submit the **AI-compatible feedback form**. This form captures:

- The doctor's reactions
- Any new objections or concerns
- Updated preferences or product interests

The screenshot shows a mobile application interface titled "Feedback". At the top, there is a navigation bar with a back arrow and the word "Feedback". Below the title, there is a horizontal progress bar consisting of five blue segments. The first segment is filled, while the others are empty. The main content area contains several input fields with placeholder text and validation markers (*).

- Re-marks ***: An input field with a placeholder.
- Doctor Nature ***: A dropdown menu with a downward arrow icon.
- Doctor Support ***: A dropdown menu with a downward arrow icon.
- Time Given ***: An input field followed by a "Minute" label.
- Prescription Commitment ***: An input field.
- Potential of Doctor ***: An input field.
- Content Preferred ***: An input field.
- Prescription Potential ***: An input field.
- Feedback on Gift ***: A section with three radio buttons labeled "Liked" (selected), "Disliked", and "Custom".

At the bottom of the form is a large purple "Submit" button with a white right-pointing arrow icon.

This feedback is then processed by the AI engine, which uses the newly submitted data to further train and refine future speech suggestions—ensuring the AI becomes smarter and more aligned with each doctor over time.



5. Continuous AI Learning and Evolution

Every piece of data submitted—every doctor preference, behavior, and reaction—is continuously fed into the **AI model**. The **AI system evolves** with each visit, learning more about the doctor and delivering even more personalized and effective suggestions on future calls.

This **AI-driven learning loop** means that the more you use the Prescription Bot, the more intelligent, contextual, and accurate it becomes.

6. Boosting Sales Through AI-Optimized Conversations

Ultimately, the AI at the core of the Prescription Bot turns standard sales calls into strategic, personalized, AI-enhanced engagements. By replacing generic pitches with AI-generated doctor-specific dialogues, the tool helps representatives:

- Connect more meaningfully
- Address the doctor's exact needs
- Significantly improve product recall and acceptance

This leads directly to **stronger doctor relationships and increased sales performance**, all thanks to the power of **AI**.

In Summary

From start to finish, the **Prescription Bot is powered entirely by AI**—from data retrieval, analysis, and script generation to feedback processing and continuous improvement. It's a smart, adaptive, and scalable tool designed to **redefine the way medical reps communicate** with doctors, backed at every stage by the intelligence of **AI**.

“ Conclusion: From Transactional Visits to Strategic Engagement

Prescription Bot transforms the way Medical Representatives engage with healthcare professionals by shifting from memory-based, generic messaging to structured, data-driven and personalized communication.

Built for pharmaceutical companies aiming to elevate field performance, this AI-powered assistant ensures that every doctor visit is strategically aligned, professionally executed and optimized for conversion.

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