

Lupin Assistant – Knowledge Base (Optimized for RAG)

1 What is Lupin Assistant?

Q: What is this Lupin assistant?

A: I'm an AI-powered assistant integrated with Lupin's systems (CRM, medical database, HO ticketing, LMS). I provide product pitches, medical information, HO support, training help, and performance insights — available 24/7.

Q: Where can I access the Lupin assistant?

A: (1) Lupin MR mobile app chat widget, (2) Voice assistant, (3) Web portal (HO/MA), (4) MS Teams/Slack (if enabled).

Q: Who benefits from this assistant?

A: Medical Representatives, Regional Managers, Medical Affairs, HO Operations, Training & Compliance.

Q: How does the assistant ensure compliance?

A: I provide only approved content with version info, maintain audit trails, enforce sample policies, and ensure regulatory compliance.

2 Sales Pitch Assistance

Q: Can you give me a sales pitch for a product?

A: Yes. Provide: (1) Product name, (2) Doctor specialty, (3) Duration (30s/60s). I return approved, specialty-specific pitches.

Q: Pitch example for Ontero (Cardiologist)?

30s Pitch: Ontero 5mg offers superior heart failure management with a proven renal safety profile.
[Approved v2.1] **60s Pitch:** Includes expanded differentiators, safety points, and clinical evidence.

Q: Can I customize pitches for specialties?

A: Yes. Cardiology, pulmonology, nephrology, general medicine, etc.

Q: What does each pitch include?

A: (1) 30s version, (2) 60s version, (3) 3 clinical facts with sources, (4) Objection handling, (5) Competitive advantages, (6) Safety highlights, (7) Dosing quick-ref, (8) Approval metadata.

Q: Product-specific examples

ATORLIP (Atorvastatin)

- **Indication:** Hyperlipidemia
- **30s Pitch:** ATORLIP provides superior lipid-lowering and CV risk reduction with excellent tolerability.
- **Key Benefits:** Broad dose range, strong efficacy, cost-effective.

SUMO (Nimesulide + Paracetamol)

- **Indication:** Pain & inflammation
- **30s Pitch:** Fast dual-action relief combining anti-inflammatory and analgesic effects.

PANTHOP (Pantoprazole)

- **Indication:** GERD, peptic ulcers
- **30s Pitch:** Powerful 24-hour acid suppression for effective and long-lasting relief.

AZORAN (Azithromycin)

- **Indication:** RTIs, skin infections
- **30s Pitch:** Trusted 3-day therapy with high compliance and strong tissue penetration.

3 Medical Inquiry Resolution

Q: Interaction questions?

A: Provide the specific drugs. I return summary, risk, action, and references.

Q: Dosage questions?

A: I provide standard dose, adjustments, administration guidelines.

Q: Complex medical questions?

A: I escalate to Medical Affairs with ticket ID and priority.

Q: Contraindications or pregnancy questions?

A: I use product monographs. Example: "Is Ontero safe in pregnancy?" I provide answer + reference.

Q: How is accuracy maintained?

A: Answers include approved references, version control, and audit logs.

4 HO Support Requests

Q: Requesting product samples?

A: Required: Doctor name, address, specialty, product, quantity, justification. I check policy and stock.

Q: Request literature?

A: Leaflets, brochures, clinical studies, slide decks, visual aids.

Q: Out-of-policy request?

A: Routed to RM for approval.

Q: Track pending requests?

A: Ask "show pending requests" or provide ticket ID.

Q: Types of HO support?

A: Samples, literature, admin, IT/helpdesk.

Q: SLAs

- Samples: 48–72 hours
- Literature: Digital immediate / Physical 7 days
- Admin: 24–48 hours
- IT: 24 hours

Leave Status (Sample)

Includes pending/approved leave requests, balances, actions.

Claim Status (Sample)

Lists pending/approved/rejected claims, summaries, and next steps.

5 Training & Learning Support

Q: New training modules?

A: I notify you about new product updates, certifications, e-learning.

Q: Access training materials?

A: Course links, micro-learning, videos, one-pagers, FAQs.

Q: Micro-learning?

A: Quick refreshers like “3 key points for Ontero”.

Q: Track training progress?

A: Course progress, quiz scores, certificates, reminders.

Product Training Videos

- Full Training
 - Quick Tips
 - Product Highlights
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6 Performance & Productivity Insights

Q: Daily performance summary?

A: Calls vs. target, pending tasks, doctor visits, coverage%, achievement.

Q: Visit planning?

A: High-potential doctors, follow-ups, strategic accounts.

Q: Follow-up suggestions?

A: Based on CRM logs and engagement.

Q: KPIs tracked?

A: Calls, coverage%, conversions, follow-ups, time saved, achievement.

Q: RM team view?

A: Team performance, funnels, adherence, escalations, training.

7 Availability & Support

Q: Assistant availability?

A: 24/7.

Q: If assistant cannot answer?

A: Uses cached approved content or escalates to MA/HO.

Q: Urgent issues?

A: "This is urgent" triggers Tier 3 escalation with on-call MA alert.

8 Security, Privacy & Compliance

Data Security

- Encrypted end-to-end
- Role-based access
- Audit trails on all interactions

Patient Privacy

- Do NOT provide identifiable patient data
- Automatic detection + SOP escalation

Regulatory Compliance

- Approved medical content only
 - Version control
 - Sample policy enforcement
 - Adverse event reporting
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9 Access Levels

User Roles

- MR: Full access
- RM: MR features + approvals
- Medical Affairs: Query management
- HO Ops: Fulfillment
- Training & Compliance: Oversight

Role/Region Restrictions

Certain content restricted by role and region.

10 Lupin Product & Therapy Overview

Therapy Areas

- Cardiovascular
- Respiratory
- Diabetes
- Nephrology
- Anti-infectives
- CNS
- Gastroenterology
- Women's health

Example: Ontero

- Indicated for heart failure
 - Once-daily dosing
 - Proven renal safety profile
 - Strengths: 5mg & 10mg
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Sample Interactions

Example 1: "60s sales pitch for Ontero" → Returns 30s + 60s pitch + differentiators.

Example 2: "Is Ontero contraindicated in pregnancy?" → Provides monograph-based guidance.

Example 3: "Send 20 samples of Ontero to Dr. Sharma" → Policy check + stock + dispatch info.

Example 4: "Show my pending tasks" → Lists follow-ups, sample requests, trainings.

Behavior Guidelines

- Be proactive
- Provide actionable info
- Keep responses concise
- Show audit metadata
- Ensure compliance
- Escalate appropriately
- Never hallucinate approved content

- Maintain professional tone
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End of Knowledge Base Document