

Creating a Pharma-Centric AI Agent for Commercial Q&A

The client, a leading biopharmaceutical company that treats rare diseases, was seeking a way to query their unstructured store of tabular data with natural language. The tabular data consisted of a diverse range of healthcare professional (HCP) related activities and information to further guide sales representatives, such as call dates, speaker program attendance, clinical alerts, demographic information, etc. Proper querying required expensive, ad-hoc joins and complex filtering criteria. Even for those with technical expertise, generating such queries was cumbersome and time-consuming, and many more questions could not be answered with the way the data was structured, or limitations of the query engine being used.

The client engaged Clarkston Consulting to create a bespoke AI agent capable of reasoning through its data and providing accurate responses and visuals.

As a result of this engagement, Clarkston Consulting's Data + Analytics team developed a brand new, custom pharma-centric AI agent solution that allows for the democratization of newly gleaned insights and critical, up-to-date information across the sales team, with quick responses to complex questions and at-a-glance targeting of HCPs. The team worked with the client's business analytics executive leadership to successfully roll out the application company-wide, which even included a promotional video. The new pharma-centric AI agent has been a major success for the client, with 40 average daily users allowing for a nimbler and more data-driven field sales team.

Life Sciences Case Study

PROJECT OVERVIEW

INDUSTRY:



Life Sciences

PRODUCTS AND SERVICES :



Rare Diseases

PRIMARY OBJECTIVES:

- Create a completely bespoke AI agent for the sales field team to use that reasons through client data and offers helpful responses, along with the ability to generate exportable tables and graphs
- Ensure that the application user interface is suitable for both desktop and mobile usage for field use
- Work with business analytics executive leadership and data engineers/architects to productionize new AI agent application for company-wide rollout

RESOLUTION:

- Generated a new schema and properly structure the data
- Completed extensive data cleaning, data wrangling, and feature engineering
- Engineered an AI agent that could query the data, handle complex questions, provide visuals, and output accurate counts with natural language responses
- Ensured quality responses with extensive prompt engineering, tuning, and testing
- Implemented transparent, streaming “thinking steps” to inspect, understand and validate responses if needed
- Created a streamlined user experience with daily data refreshes for the most up-to-date information

KEY BENEFITS:

- Delivered a brand new, custom, and fully fledged Q&A AI agent application complete with Single Sign-On (SSO), guidance, and documentation
- Allowed the field sales team and key strategic commercial operations team members to quickly find insights to make data-driven decisions
- Enabled users to validate computations with an option for the AI agent to show its reasoning step by step along with the final response
- Provided the ability to quickly generate sortable/filterable tables and exportable lists and graphs
- Gained tremendous efficiency due to fast responses and hidden insights
- Enhanced the application to allow for quick actions such as a prompt library for repeatable queries, previous question recall, and dynamic user responses based on sales rep location and team
- A nimbler, data-driven field sales team with quicker information access and knowledge discovery, better guidance, and overall smart decision-making
- Developed a simple but feature-rich user interface for seamless adoption by the field



KPIs

- 160 total users
- 40 average daily users
- 500+ consolidated columns of data
- 200,000+ consolidated records of unique data

“I wanted to send a note recognizing the outstanding work the Clarkston team did to make our AI rollout a success. We released the product to our entire Oncology sales team last week during a sales meeting with very positive reception. It’s rare that a really novel and innovative project comes up like this one, and I really enjoyed what we achieved together.”

- Executive Director,
Business Information Services &
Advanced Analytics

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