

The pharmaceutical industry is undergoing a technological transformation in its Patient Support Programs, with a rapid increase in the adoption of AI chatbots inspired by the success observed in other healthcare domains. This widespread adoption presents an opportunity for pharma companies to improve the patient experience and optimize their support delivery models, offering personalized assistance that enhances convenience and accessibility for patients while enabling companies to achieve cost efficiencies and gather valuable data.

AI Chatbots in Biopharma

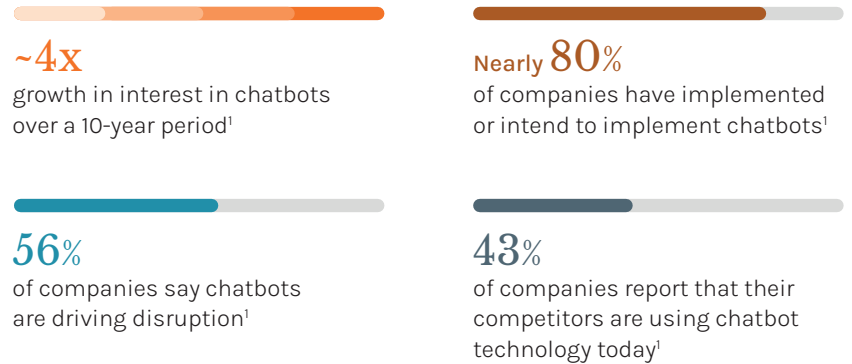
What are they?

Conversational agents that mimic human interaction in order to:

- Answer patient questions
- Assess patient needs
- Provide updates on treatment progress
- Schedule human interventions

Chat with Chatbot

Rapid Adoption Within Biopharma



Real-World Examples of AI in Healthcare

- OneRemission**
 Cancer-focused chatbot that empowers patients and survivors with curated information on diet, exercise, and post-cancer practices.
- Florence**
 Personal companion chatbot that tracks health parameters and uses data to support patients in achieving their goals.
- Youper**
 Emotional health-focused chatbot that uses psychological techniques and mood tracking to improve mental health.
- Sensely**
 Medical assistant chatbot that assesses a patient's symptoms using speech, text, images, and video, and recommends a diagnosis.
- GYANT**
 Health chatbot that asks patients to understand their symptoms and then sends the data to doctors, who provide diagnoses.

Benefits of AI Chatbot Solutions in Patient Support Programs

Patients

- Personalized Patient Support:** Customized responses and assistance according to individual needs
- 24/7 Availability:** Patients receive immediate assistance when they need it
- Anonymity:** Impartial and non-human entities, enabling patients to feel at ease

Biopharma

- Effective Patient Engagement:** Bridge communication gaps, facilitating better patient-provider interactions
- Cost-Effectiveness:** Handle multiple patient interactions simultaneously, helping pharma companies save on human resources costs
- Data Collection/Analysis:** Gather valuable insights about patient preferences, concerns, and behaviors

What's to Come:

Nearly **50%** of healthcare companies will implement AI strategies by 2025²

Expected **17% CAGR** of AI in the healthcare market over the next decade³

Estimated **\$150B** in reduced cost by 2026 with the use of AI solutions⁴

1. AI Multiple.
 2. Pharma News Intel.
 3. Precedence Research.
 4. National Institutes of Health.