🕐 28 Sep, 12:10 pm - 12:50 pm

AI Use Case: The Role of Artificial Intelligence for Increasing Coordinator Capacity and Maximizing Efficiency

Findings from a pilot using artificial intelligence (AI) presented during this panel will quantify the impact of automation on increasing Coordinator capacity and efficiency when checking materials for accuracy and quality.

The pilot explores two AI use cases, specifically: 1: Coordinator use of AI to confirm required changes were made by content originators post-review, and 2) simultaneously building catalog that can be utilized for material QC, from scientific exchange among healthcare professionals, to prelaunch disease education for patients, through launch. Upon completion of that final QC, the catalog always remains current.

Metrics include time and money that can be saved and the implications to the Materials Approval Process for increasing Coordinator efficiency given the importance of this functional role in ensuring the quality of content prior to distribution. Implications include the ability to check more content more quickly to get materials out faster, which is vital for the appropriate allocation of human resources in the face of high material volume.

Findings
- 68% faster than manual process
- 100% accurate
- Reduced scope of quality check
- Capacity more than doubled
- Easy to use; implemented < 1 week
- No disruption to workflow

The views expressed in this presentation are those of the speakers and not of their employers. The participation of vendors does not constitute an endorsement.

Company preparing to Launch
- Pre-launch educational campaign underway
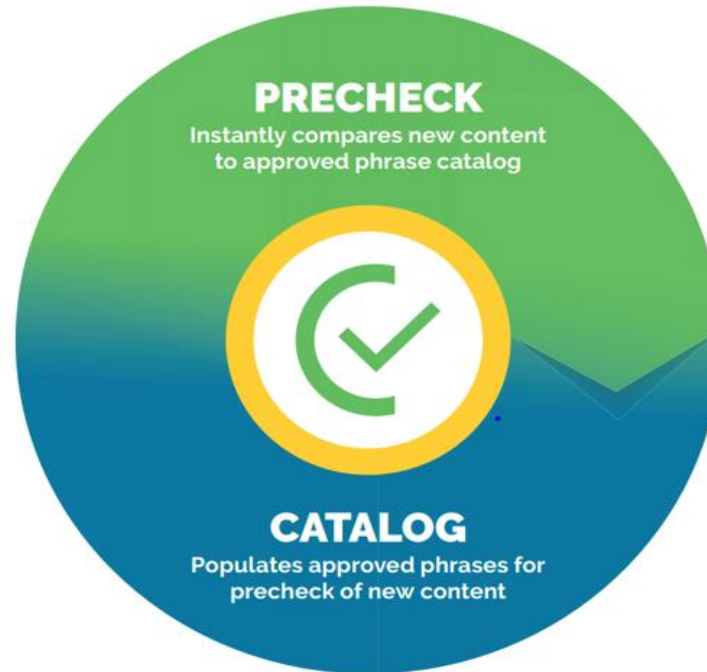- Explosion of assets for small staff (4 coordinators)

Goal
- Improve process efficiencies

Strategy
- Evaluate the use of SecureCHEK AI for increasing:
  - Capacity (check more material in support of MLR calendars)
  - Speed (review faster with confidence) without additional resources

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SecureCHEK AI Overview

- Checks text/phrases against master catalog to identify deviations from approved text

PRECHECK
Instantly compares new content to approved phrase catalog

CATALOG
Populates approved phrases for precheck of new content

- Stores approved promotional phrases specific to each brand/customer segment in always-current catalog

- Powered by AI, ML, NLP and OCR

Focus on Two Use Cases

Use Case 1: Quality Check

- Goal: Confirm agency correctly applied comments post review
  - Train on use of software
  - Upload content for comparison
  - Execute QC checking

Use Case 2: Knowledge Transfer

- Goal: Sustain a phrase catalog from pre-launch to launch
  - Upload core materials electronically
  - Continue to add relevant or updated materials

Establish a Baseline for Measuring Success

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Survey of 4-Member Team (Average of Responses)
- 15% - 50% of requested changes incorrectly executed by agency
- Assets returned to agency at least 1 additional time for rework
- Types of errors
  - Missing context
  - Fair balance of safety information
  - Missing document numbers and typos
  - Additional content changes made

Calculation of Hours Spent Yearly
- On average, each coordinator currently spends 1 hour on quality checking; annually =
  - Promotional = 504 hours for 504 assets
  - Medical = 384 hours for 384 assets

*Based on average total number of hours spent on a given asset per coordinator; assumes launch versus maintenance; small company versus large

- Claims housed in a word document or excel

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Use Case #1: Time Savings for Quality Checking

❑ *45 min manual checking versus 14 min with SecureCHEK AI or 68% faster*

❑ Use of Calculator indicates time savings

Promotional QC of 504 assets/year:

504 hours with potential savings of 338 hours (equivalent of 42.25 days)
- Could review another 338 assets

Medical QC of 384 assets/year

384 hours with potential savings of 261 hours (equivalent of 32.5 days)
- Could review another 261 additional assets

Use Case #2: Catalog built electronically with core materials

Upload of content for QC keeps catalog always current

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Coordinators who oversee materials and lifecycle management can deliver greater promotional review efficiency with artificial intelligence

- Help increase speed to market and get materials to target audiences faster for QOL improvements sooner

- Increased capacity enables coordinators to deliver efficient quality checking, plus + …
  - Ensure adherence to the process
  - Train all key stakeholders
  - Spot process inefficiencies
  - Recommend changes to Veeva
  - Reduce consulting time
  - Have access to an always current phrase catalog for current and historic claims

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