

Top 15 Pharma Company Lowers Call Center Volume by 46% and Saves \$1.9 Million in Annual Affiliated Costs

INTRODUCTION

With consumer health literacy on the rise and healthcare providers relying heavily on digital as the preferred point of interaction over field sales reps, enabling access to medical affairs is more than an FDA recommendation – it's now a strategic pillar of healthcare and life sciences organizations. Healthcare providers, patients and consumers now expect 24/7/365 access to medical information and an immediate response to medical inquiries. At a minimum, this means intuitive self-service access through a preferred channel, at night or on the weekend with no change in customer experience. However, demand has outpaced the typical current infrastructure – it's not feasible to hire enough qualified contact center agents locally and globally, or scale across drug portfolios and product lifecycles.

THE CHALLENGE

Facing a massive growth in inquiry volume due to more launches, new indications and geographical expansion, a Top 15 Pharmaceutical company sought to digitally transform its medical information program to be more scalable, flexible and cost efficient while driving a superior customer experience and assuring compliance.

THE SOLUTION

After a comprehensive search, evaluation and decision-making process, the pharmaceutical company implemented Swoop's conversational AI Medical Information Agent across multiple brands. The digital-first solution provides healthcare providers, patients, and consumers with the ability to engage in MLR compliant, near-human interactions covering conditions, diagnostics and products, and can automatically detect, trigger and report adverse events and quality complaints.

THE OUTCOME

With tens of thousands of healthcare provider and patient queries answered by conversational AI, contact center volume fell 46%, leading to over \$1.9 million in savings. Medical information made available interactively created a superior user experience, resulting in a 4.6/5 customer satisfaction rating.

ABOUT SWOOP

Swoop, part of Real Chemistry, enables pharmaceutical and life sciences brands to reach their ideal DTC and HCP audiences at crucial moments of their diagnosis and treatment journey. Using artificial intelligence and real world data, Swoop is a leader in developing brand-exclusive audiences of patients and their providers for healthcare companies. Once the right customers have been targeted, brands can drive bottom-of-the-funnel engagement through Swoop's proprietary medically trained and MLR-compliant conversational AI. Built on a privacy-by-design foundation, Swoop is both HIPAA-certified and NAI accredited, having developed more than 12,000 unique target audiences for 42 of the top 50 pharmaceutical companies safely. Its conversational AI has been implemented across 100 health brands and trained on over 1.3 billion medical conversations. To learn more, visit www.swoop.com.