Implementing Conversational AI Lifts Patient and Prescriber High-Value Activity by 825% and 400% for a Top Ten Pharma's Neurological Drug

THE CHALLENGE

Facing a massive growth of interest in their leading neurological treatment, a top ten pharmaceutical company sought to digitally transform its consumer and HCP interactions by elevating the digital customer experience, boosting bottom-of-the-funnel engagement, better understanding the voice of the customer and driving physician prescribing behavior.

THE SOLUTION

Swoop implemented its conversational AI on the brand's website, enabling MLR-compliant interactions with healthcare providers, patients and consumers regarding conditions, products and coverage. Utilizing the technology, the client was able to improve the customer experience, connect with potential users on demand and educate them about the condition as well as their treatment, improving outcomes overall.

THE OUTCOME

By creating an always-on channel for 1:1 engagement, the brand improved the customer experience, driving consumer preference while encouraging altered prescribing behavior. Over 2,500 healthcare providers queries were answered successfully in the moment of need as well as over 90,000 patient inquiries, driving an 825% lift in patient high-value actions and a 400% lift in HCP high-value actions, compared to their prior static brand.com experience. Patients asked the agent about treatment, dosage, how it compared to a similar drug and for real patient stories.

There was an almost even split between existing and potential prescribers to the agent, indicating that it's not only playing a key role in brand exposure, but also generating brand loyalty among key physicians. Of the HCPs who interacted with the agent, 47% inquired about product information and safety, 29% on savings and coverage, while 11% requested samples. The agent effectively supplemented the brand website experience, with a high value action funnel rate of 10.29% during Q4 of its launch year.

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.**