

Building an AI-enabled medical insights journey with a top 20 pharma client

Case study





Key points



For the **first time**, the client gained access to a single platform that **collated and interpreted over 100,000 data records** from various sources in multiple languages across more than **50 countries**



Routine turnaround time from data input to action was reduced from **5 months to 2 weeks**



Deeper and broader data interpretation provided the client with previously unknown **actionable insights**, while also **reducing inherent bias** in the consolidation and distillation of data for human consumption



The **insights processing** powered by OKRA.ai has now become the **standard for the company**



Case study overview



A top global pharma client

collected a **vast amount of data** from various sources, but **extracting real-time insights** proved almost **impossible**. The process required **significant human effort**, taking several months to collate information across different data silos. Interpreting the data as a whole posed additional challenges, often leading to **missed actionable insights** that were buried deep within the data or could only be revealed through analyzing trends and themes across multiple sources.

For example, after launching their products, **the company needed to monitor emerging post-launch education gaps** and address them promptly. While several data sources had the potential to reveal these gaps, **manual analysis** of all the information was not feasible. The client believed they were identifying most educational gaps through traditional manual analysis of medical science liaison (MSL) interactions and thought leader feedback. However, they questioned what they might be missing by **not leveraging** a more comprehensive, **in-depth analysis** of their global data.





Challenges



Our client had recently executed **two product launches** in a fast-moving therapeutic area across several major global markets. It was **critical** for them to **monitor initial experiences** with these drugs and respond promptly to **emerging needs**



The client's primary source of insights came from **MSL interactions** in major markets. However, they recognized that insights from MSL interactions worldwide were **difficult to analyze quickly** or collectively **due to the high volume of records**, different languages, and multiple record formats



Additionally, **potential insights were buried** within other channels, such as MedInfo requests, publications, clinical trials, advisory boards, and congress data. The client wanted to **consolidate all this data** into a single platform to analyze trends both across and within these various sources





Solutions



We piloted the OKRA.ai platform in the fast-moving therapeutic area. **Our goal was to streamline** the identification of **insights and trends across approximately 100,000 data records** within this domain.

Within 7 weeks, we delivered the initial OKRA.ai platform, enabling the client to **simultaneously analyze** MSL notes from around the world, clinical trials, publications, and MedInfo data, complete with local language translations. We then **expanded the platform** to include advisory boards and congress data. **This was the first time the client could access and analyze all this information** within a single, unified platform.

We partnered with the client to develop an integrated prioritization process for the actionable insights generated by OKRA.ai. This process involved leveraging our seasoned experts in the therapy area to extract, interpret, and assist the client's teams in triaging these insights.



We identified several actionable insights that were previously unknown to the client.



In both examples below, manual insight gathering had **missed these insights** because they were **buried deep within local data**.

1. We uncovered an **emerging issue** related to side-effect management for one of the newly launched products. The **side effects were rare** and had **not been a central focus** of the launch education. This **new insight** led to a re-evaluation of the side-effect management resources
2. Based on feedback from top-tier thought leaders, **the client had assumed** that reactions to a seminal dataset were overwhelmingly positive and practice-changing. However, we identified that reactions in broader community settings were more mixed. **This new insight prompted the client to adjust their educational strategy** around the dataset





Results



Due to the OKRA.ai-powered insights gathering and interpretation system, we have helped the top pharma client to:

Establish



A rolling cadence of comprehensive, unbiased insights from multiple sources within weeks

Build



An integrated platform that extracts trends and sentiments from multiple sources and organizes them into customized, AI-generated themes aligned with their strategy

Automate



the processes for data upload, aggregation, analysis, and visualization processes

Develop



A complete medical insights journey process, complete with clear team training and materials, and a step-by-step mechanism for converting insights into action

What's next?



The proof-of-concept is now expanding throughout the company.

We have scaled up our efforts and are implementing rolling launches across other therapeutic areas over a 4-month period. By the end of the year, the OKRA.ai insights process will become the new standard across the pharma company and its diverse portfolio, influencing decisions that could positively impact thousands to millions of patients.



About us

Founded in 2001, Envision Pharma Group is a leading global technology-enabled strategic solutions partner for the life sciences industry, working with over 200 pharma and biotech companies, including 20 of the top 20 pharmaceutical companies. Envision Pharma Group and OKRA.ai enable clients to interpret data, uncover insights, and make impactful decisions by delivering smarter, faster outcomes as a leading provider of technology-enabled solutions.

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