Momentum LIFE SCIENCES
Formerly VMS BioMarketing

As AI continues to transform and elevate patient engagement in biopharma, there are still significant hurdles to overcome specific to the patient experience.

Significant work is required to humanize artificial intelligence (AI) tools to enhance their real-world impact to patient experience. AI should be complemented with human interaction, given the limitations outlined below.

Benefits of AI in the Life Sciences

Broader adoption of AI tools in the pharmaceutical industry will improve access to treatments, accelerate drug discovery, enhance operational efficiency, and significantly personalize the healthcare experience for patients.

- AI tools could allow HCPs to offer more vulnerable groups earlier intervention and treatment, with the possibility of preventing premature deaths by **24.5%**[1]
- AI-enabled workflows have saved up to **40%** of time bringing a new molecule to the preclinical stage and can expect to save up to **$25 billion** in clinical development[3]
- In the next 5 years, **52%** of new drugs approved are expected to be discovered or developed using AI[2]
- AI in the patient engagement market will grow over 5 years to **$16.88 billion** in 2028 at a compound annual growth rate of 21.8%[4]

Limitations for AI in Patient Experience

Currently the greatest uses of AI in patient support today continue to be monitoring quality, gathering insights, and gaining efficiencies; there is significant work needed on the more humanistic aspects of navigating a complex or rare disease.

Constrained in how it solves problems: As novel issues arise in patient engagement or more complex situations come up along the patient journey, humans navigate these scenarios better.

Lack of emotional intelligence and empathy: Even with advancements in NLP, AI lacks intuition, sensitivity, and empathy required to support patients in managing health challenges.

Inability to build trusted relationships: Patients do not build lasting connectivity with AI because humans share their feelings and understand, interpret, and react to the feelings of others.

Lacking complete context: AI lacks the context around a patient's situation – the driving factor in behavior change.

Solutions: Momentum Life Science Leads the Way in AI-enabled Patient-Centric Support

Interaction Analytics

- Analyzes interactions across various channels (chat, email, etc.) to understand patient behavior and provide actionable insights

Personalization of Engagement

- Automated screen pop-ups highlight approved content based on live conversation
- Prompts for Nurse Navigators help deliver hyper-individualized experience for patients

Automated Care

- Enhanced IVR improves efficiency, tracks sentiment, and provides smart call routing with minimal hold times
- Autogenerated call summaries speed workflow and data collection

Risk Management

- AI highlights the best channel and time to engage patients for education and compliance to therapy
- Has been shown to improve adherence rates from 50% to nearly 70%

Efficiency

- Consistent and complete data capture collection
- AI-powered scheduling analyzes variables such as geography, traffic patterns and priority accounts to improve productivity for Nurse Navigators and FNEs in the field

1. World Economic Forum. 2. Business Today.
3. Coherent Solutions. 4. Business Research Company.

AI tools can elevate patient engagement in biopharma, but it doesn't replace the personalized, empathetic connection of Nurse Navigators.
To learn more about Momentum's AI-enabled patient solutions, contact us at businessdevelopment@momentumls.com