BRINGING HEALTHCARE SEGMENTATIONS TO LIFE

The Dawn of the GenAI-Powered Persona

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At Ipsos, we champion the unique blend of Human Intelligence (HI) and Artificial Intelligence (AI) to propel innovation and deliver impactful, human-centric insights for our clients.

Our Human Intelligence stems from our expertise in prompt engineering, data science, and our unique, high-quality data sets – which embeds creativity, curiosity, ethics, and rigour into our AI solutions, powered by our Ipsos Facto Gen AI platform. Our clients benefit from insights that are safer, faster, and grounded in the human context.

Let's unlock the potential of HI+AI!

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Introduction

In the high-stakes world of pharmaceuticals, effective marketing hinges on understanding the intricate needs and motivations of diverse healthcare professionals. While segmentation studies have long been the cornerstone of this endeavour, their translation into real-world action often falls short.

Enter the age of generative AI, ushering in a new era of possibility with the advent of the persona bot – a tool with the potential to revolutionise how pharmaceutical companies activate and leverage segmentation data.

The Challenge of Activation:
Breathing Life into Static Segmentation Personas

The pharmaceutical industry is awash with data and PowerPoint reports, yet ensuring that these drive strategic decision-making for different stakeholders remains a persistent challenge. While rich in information, traditional segmentation studies often fail to bridge the gap between data and action. Reports languish unread, their valuable insights lost in translation between data analysts, business insight teams, and those tasked with launching and growing the brands.
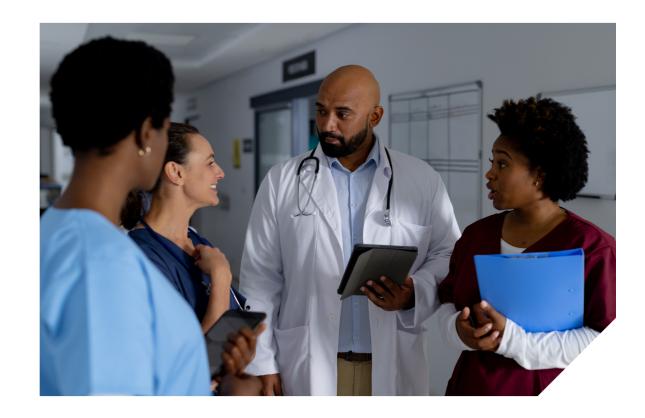
The crux of the problem lies in activation – the process of transforming static data points into dynamic tools that engage stakeholders and inform decision-making. How can we move beyond dense reports and presentations to truly bring segments to life?

> **Generative AI offers a compelling segment activation solution by injecting much-needed interaction and engagement into the world of healthcare segmentation.**

Generative AI:
A Catalyst for Change

Generative AI offers a compelling solution by injecting a much-needed dose of dynamism into the world of healthcare segmentation. Imagine that instead of passively consuming data, marketers could engage in interactive dialogues with AI-powered representations of their target segments.

This is the promise of the persona bot. These AI-powered avatars, fuelled by sophisticated algorithms and trained on robust datasets that are augmented by primary research data, possess the remarkable ability to embody the attitudes, behaviours, and preferences of real-world doctors, patients, and pharmacists. No longer confined to spreadsheets and graphs, segments spring to life, ready to answer questions, provide feedback, and offer insights previously hidden within data-heavy reports.

Unlocking the Power of Persona Bot: Applications Across the Pharma Organisations

The applications of persona bots for the implementation of segmentations within pharmaceutical companies are diverse. Let's explore a few key use cases:

Deeper Understanding of Segments

Persona bots provide a direct line to the hearts and minds of target audiences. Marketers can engage in virtual focus groups, probing the needs, desires, and pain points of their segments in real time. This granular level of understanding allows for the development of more effective communication strategies and tailored support programmes.

Streamlined Message Development and Testing

Crafting compelling messages that resonate with healthcare professionals or patients is both an art and a science. A persona bot can serve as a virtual sounding board, providing instant feedback on messaging concepts, identifying potential areas of concern, and suggesting alternative phrasings tailored to the specific nuances of each segment. This iterative feedback loop streamlines the message development process, ensuring that campaigns are optimised for maximum impact.

Informing Omnichannel Strategy

Modern healthcare professionals engage with information across a multitude of channels. Persona bots can provide invaluable insights into channel preferences, content consumption habits, needs and preferences, and preferred communication patterns. By understanding how, when, and where target audiences prefer to receive information, pharmaceutical companies can develop more effective omnichannel strategies that reach the right healthcare professionals with the right message at the right time.

Empowering Internal Stakeholders

The true power of a persona bot lies in its ability to democratise access to data and insights. No longer the exclusive domain of data scientists and market researchers, these AI-powered allies empower stakeholders across the organisation – from marketing and sales to medical affairs and market access – to leverage data-driven insights in their day-to-day decision-making.

Other Potential Real-world Applications

To further illustrate the transformative potential of persona bots, let's explore some potential real-world applications:

01 Enhancing Patient Engagement in Chronic Disease Management

A persona bot could be used to represent different patient segments suffering from chronic diseases such as diabetes, Multiple sclerosis (MS) or Parkinson's disease (PD). The bot could simulate the daily challenges, emotional states, and treatment adherence behaviours of patients. By interacting with these bots, pharmaceutical companies could gain deeper insights into patient experiences, allowing them to tailor support programmes and communication strategies that improve patient engagement and adherence rates.

02 Optimising Sales Force Effectiveness

A persona bot can be used to represent various healthcare professional segments, including general practitioners, specialists, and pharmacists. Sales teams would be able to use these bots to practice and refine their sales pitches, receive real-time feedback, and understand the unique concerns and preferences of each segment. This approach would lead to more personalised and effective sales interactions, resulting in an increase in prescription rates and market share.

Navigating the Path Forward: Key Considerations for Successful Implementation

While the potential of persona bots is undeniable, realising their full transformative power requires careful planning and execution. Here are a few key considerations for pharma companies embarking on this exciting journey:

Segmentation Design with the End Goal in Mind

The quality of insights derived from a persona bot is directly proportional to the quality and coverage of the segmentation data it is based on. In order to get the maximum utility of the persona bot, pharmaceutical segmentations of the future will need to be truly multidimensional, based on attitudes, needs, motivations and barriers, channel usage and needs, prescribing behaviours, customer loyalty, and more.

The Art and Science of Prompt Design

One of the significant advantages of generative AI models is that they respond to "prompts" and do not require specialist knowledge of programming languages. A prompt is simply a natural language text that requests a generative AI model to perform a specific task. Interacting with a persona bot is akin to conducting an in-depth qualitative interview. The quality of responses hinges on the art of the interviewer in laying out the background, setting up the scene, and asking clear and precise questions when creating the prompt.

Ethical Implications and Safeguards

While the potential of persona bots is immense, it is crucial to address the ethical implications associated with their use. Pharmaceutical companies must implement robust safeguards to ensure that the technology is used responsibly and ethically. Key ethical considerations include:

Bias Mitigation: Ensuring that persona bots are trained on diverse, accurate and representative data to minimise bias and provide fair and accurate insights.

Privacy Protection: Implementing stringent data privacy measures to protect the personal information of patients and healthcare professionals.

Transparent Communication: Clearly communicating the capabilities and limitations of the persona bot to users, ensuring they understand that they are interacting with AI-powered avatars and not real individuals.

HI + AI: Ensuring that the tool is based on a blend of Human Intelligence (HI) and Artificial Intelligence (AI) to deliver robust, impactful, human-centric insights.

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Future Trends and Innovations

As generative AI continues to evolve, the capabilities of persona bots are expected to expand even further. Here are some future trends and innovations to watch for:

Multimodal Inputs and Outputs: Following recent GenAI (generative AI) developments, these are already a reality and could be a part of a persona bot. Voice integration and animated avatars will make the tool even more engaging and interactions with the personas more insightful.

Integration with Augmented Reality (AR) and Virtual Reality (VR): Imagine interacting with persona bots in immersive AR or VR environments. This could provide healthcare professionals with a more realistic and engaging way to understand patient experiences, simulate treatment scenarios, and refine their communication strategies.

Advanced Emotional AI: Future persona bots could incorporate advanced emotional AI, enabling them to recognise and respond to users' emotional states. This would add a new dimension to interactions, allowing for more empathetic and emotionally intelligent conversations.

Conclusion: A New Era of Actionable Insights

The advent of generative AI and persona bots marks a pivotal moment in the evolution of healthcare segmentation. By transforming static outputs into dynamic and interactive tools, persona bots have the potential to revolutionise how pharma companies understand, engage with, and serve their target segments. However, realising this potential requires careful planning, ethical considerations, and a commitment to continuous learning and adaptation.

As we move forward into this new era, collaboration between pharmaceutical companies, market researchers, and AI experts will be key to unlocking the full transformative power of persona bots. Together, we can usher in a future where data-driven insights are not just theoretical concepts but actionable tools that drive real-world impact and improve patient outcomes.

About Healthcare at Ipsos

A globally connected team in over 30 countries worldwide, we provide insights, evidence and guidance across the healthcare product lifecycle. We empower our clients to align commercial success with what matters most: Improving patients' lives.

Ipsos' new solution, Healthcare PersonaBot, is available now – just get in touch with Svetlana Gogolina or HEC-PersonaBot@ipsos.com.

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