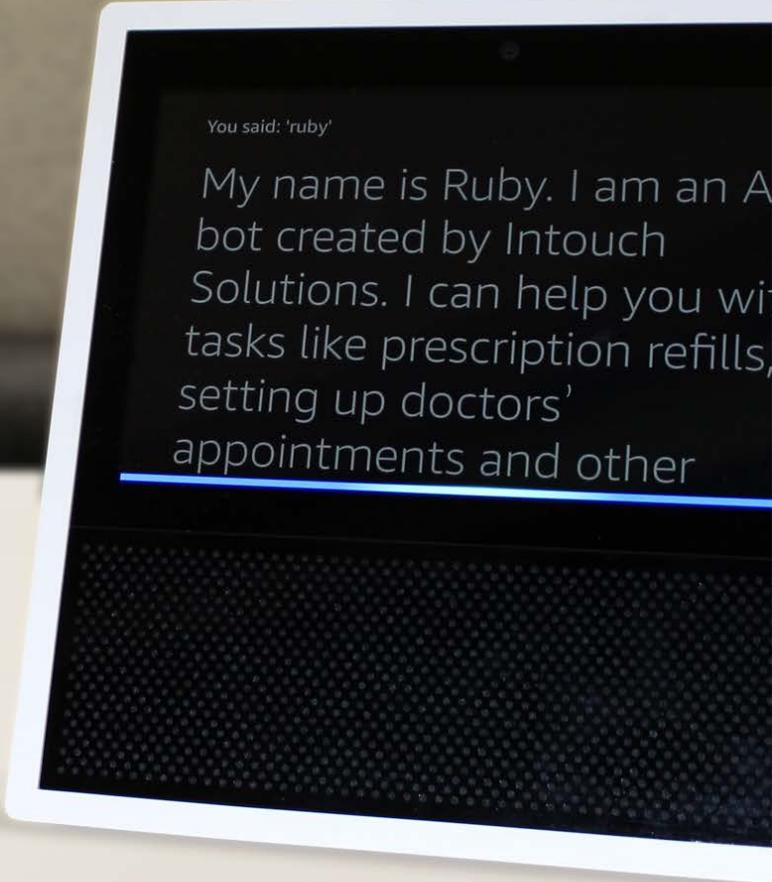


ARTIFICIAL INTELLIGENCE



You said: 'ruby'

My name is Ruby. I am an AI bot created by Intouch Solutions. I can help you with tasks like prescription refills, setting up doctors' appointments and other



# 10 THINGS PHARMA NEEDS FOR A SUCCESSFUL CHATBOT

[intouchsol.com](http://intouchsol.com)

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## FASTER, MORE EFFICIENT, AND WITH HIGHER SATISFACTION RATES THAN TELEPHONE OR EMAIL SOLUTIONS

Are you looking to develop a [chatbot](#) for your brand? Chances are, it's crossed your mind — and it should have. Chatbots have the ability to handle common interactions faster, more efficiently, and with higher satisfaction rates than telephone or email solutions. To do it right, here are the 10 elements you need to develop a chatbot that will work wonders for your brand.

### 01. GOAL

The goal of your chatbot will dictate its requirements. A patient-support assistant that requires AI is very different from a refill-ordering bot that doesn't. There also must be a mechanism to measure the criteria for success, so your chatbot can be retrained as needed.

### 02. VALUE PROPOSITION

What is the core benefit to your end user? How does the chat interface itself provide an inherent value that adds to the experience, versus creating a similar experience on a different channel or platform?



### 03. AUDIENCE

Who will be the main audience for your chatbot? Do you intend to communicate with caregivers, healthcare professionals, patients or payers? Do you have other audiences in mind? A clear target audience will make you better able to focus the development of your chatbot to meet their unique needs.

### 04. KNOWLEDGE BASE

Data is critical in training your chatbot. What types of data — and how much of it — will be used? This involves decisions like: Is the bot going to be branded or unbranded? Will it provide personalized or generic data? Will it learn about a user over time?

### 05. PERSONA

The persona of your bot will make the interactions memorable. Its “voice” should be consistent in tone

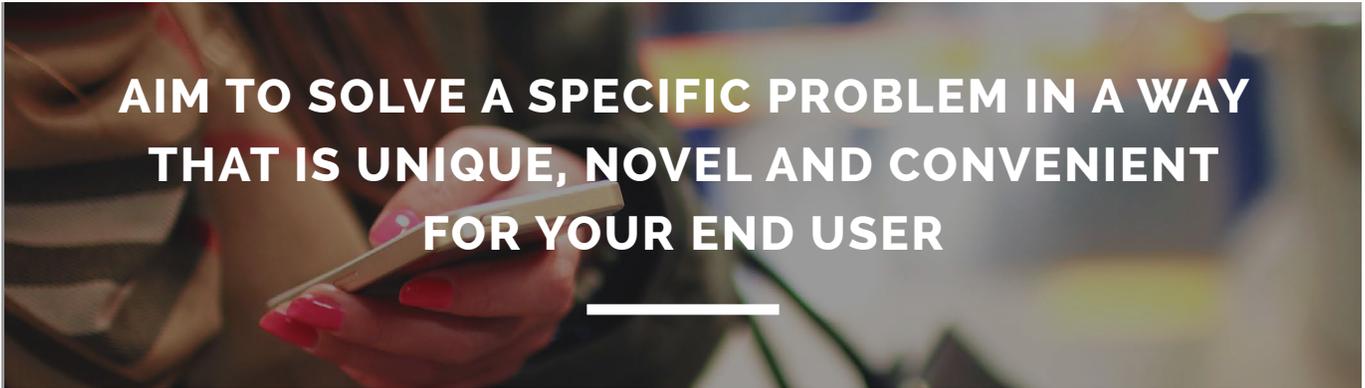
and style, though its language can evolve as it ingests data, understands nuance and learns to do new things.

### 06. CHANNELS

Where should your bot live? Should it be on your website, on Facebook, in an app, on Echo, a combination, or somewhere else? This question will be answered by your up front audience research, as well as your budget.

### 07. THIRD-PARTY INTEGRATION

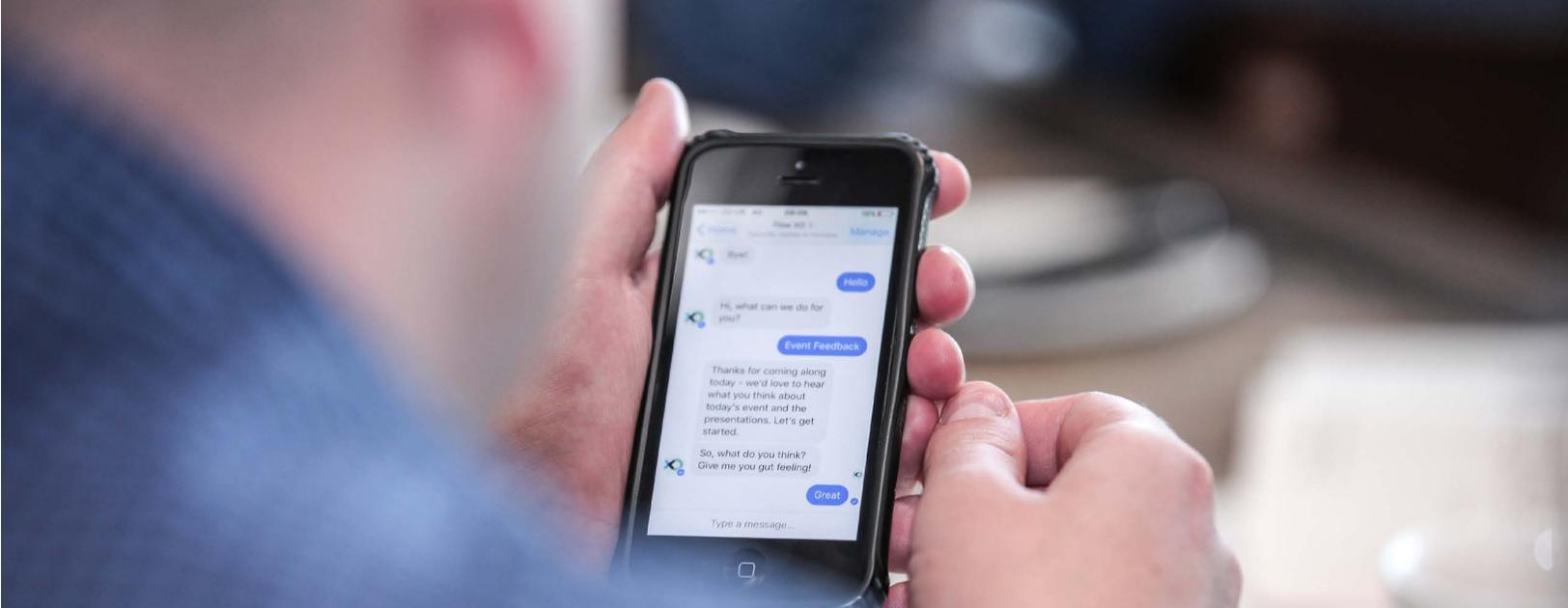
Should your chatbot be able to hail an Uber, order Domino's or check your Fitbit? Integrations with third-party platforms can add functionality, but this also means that you are beholden to this technology and, if it changes, it can affect you. Your chatbot shouldn't try to be everything to everyone. It should aim to solve a specific problem in a way that is unique, novel and convenient for your end user.



**AIM TO SOLVE A SPECIFIC PROBLEM IN A WAY  
THAT IS UNIQUE, NOVEL AND CONVENIENT  
FOR YOUR END USER**

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## INTOUCH'S PROPRIETARY AI PLATFORM, COGNITIVE CORE, IS BUILT WITH PATIENT PRIVACY AND COMPLIANCE IN MIND

### 08. SECURITY & PRIVACY

What type of data is being transmitted, and what are the security measures in place to ensure privacy and compliance? Intouch's proprietary AI platform, Cognitive Core, is built with patient privacy and compliance in mind.

### 09. ADVERSE EVENTS & PRODUCT COMPLAINTS

Of course, any pharma chatbot must be able to deal with adverse event reporting and product complaints in an appropriate, timely manner. Cognitive Core has adverse event and product complaints recognition — along with notification and reporting abilities — built in, so it can deal with these scenarios along with notification and reporting.

### 10. MEDICAL & REGULATORY FRAMEWORK

Every user input and interaction point creates a new opportunity for friction. For this reason, a strict MLR framework must be implemented alongside the requirements of the specific brand. To accommodate a brand's unique MLR requirements and associated process, Cognitive Core has a customizable workflow that can be implemented for each brand.

Contact [the Intouch team](#) to get all the answers and build your brand a chatbot that gets results.

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