Life Sciences – Pharmaceutical

AI USE CASE | **LEVEL 3: TRANSCEND**



AI USE CASE

Medical Science Liaisons practicing unlimited physician conversations where objections emerge organically based on specialty, practice type, and competitive relationships.







The AI plays the academic researcher who wants to debate study methodology, the community oncologist who's loyal to the competitor she trained with, the KOL who's heard your pitch before and cuts straight to the three questions that will determine his recommendation.



Each interaction builds the diagnostic communication skills that transform MSLs from information vendors into scientific partners.

Life Sciences – Pharmaceutical

AI USE CASE | **LEVEL 3: TRANSCEND**



AI USE CASE

Clinical trial coordinators managing infinite patient recruitment scenarios with complex eligibility questions, skeptical patients, concerned family members, and competing treatment options.







Each simulation presents the exact conversational moments where trials fill or fail—the spouse who raises safety concerns no one else thought of, the patient who doesn't understand randomization and thinks you're experimenting on them, the physician who casually mentions a competitor's trial that sounds simpler.



Life Sciences – Pharmaceutical

AI USE CASE | **LEVEL 3: TRANSCEND**

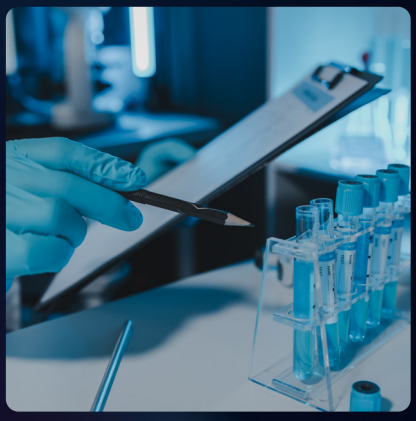


AI USE CASE

Market access directors navigating unlimited payer negotiation scenarios where formulary position depends on clinical evidence, budget impact, competitive positioning, and strategic relationships.







The AI plays the pharmacy director who's been burned by launches that didn't deliver, the medical director who questions every secondary endpoint, the CFO who only cares about total cost of care.



Every scenario builds the strategic thinking that determines market access success.

Life Sciences – Pharmaceutical

AI USE CASE | **LEVEL 4: UNIFY**



Each MSL's AI companion knows their territory dynamics, physician relationships, upcoming launches, therapeutic area complexity, and individual communication patterns.

It sees they're presenting at a medical conference next month and has already created forty-seven practice scenarios addressing the specific objections their therapeutic area generates in that specialty.



It knows they struggle with payers who challenge off-label use and generates unlimited practice building evidence-based responses. Their HCP engagement scores improve 67% while their scientific credibility becomes unquestioned.



Life Sciences – Pharmaceutical

AI USE CASE | **LEVEL 4: UNIFY**



Clinical trial coordinators whose development automatically adapts to their trial portfolio, enrollment challenges, site performance, and patient communication styles.

The AI knows their oncology trial is struggling with minority enrollment and creates targeted scenarios practicing culturally sensitive recruitment conversations.



It sees they're opening three new sites next quarter and begins building site activation and investigator communication capabilities now. Their enrollment rates improve 89% while their protocol deviations drop by half.



Life Sciences – Pharmaceutical

AI USE CASE | **LEVEL 4: UNIFY**



Each market access director's learning journey responds to their pipeline, upcoming launches, payer relationships, and negotiation patterns.

The system knows they're launching a specialty product next year and begins building the specific health economics arguments and budget impact models that indication requires.



It sees they've been conceding too quickly on prior authorization and creates scenarios where strategic firmness preserves value. Their formulary win rates climb while their realized pricing improves.



Life Sciences - Medical Devices

AI USE CASE | **LEVEL 3: TRANSCEND**



AI USE CASE

Sales representatives demonstrating complex surgical devices in unlimited OR scenarios where surgeons interrupt with questions mid-procedure, complications emerge that weren't in training, and competitive products already occupy the facility.







The AI plays the cardiac surgeon who's set in her ways and skeptical of innovation, the orthopedic surgeon who adopts new technology eagerly but abandons it after one challenging case, the chief of surgery who asks the clinical question that reveals whether you truly understand the procedure.



Life Sciences - Medical Devices

AI USE CASE | **LEVEL 3: TRANSCEND**



AI USE CASE

Clinical specialists troubleshooting infinite device complications where symptoms mislead, patient anatomy is unusual, and time pressure intensifies.







Each scenario presents the diagnostic moments where expertise separates from protocol following—the pressure reading that doesn't match the clinical picture, the imaging that suggests one problem while the device behavior suggests another, the surgeon who's losing patience while you systematically rule out causes.



Life Sciences – Medical Devices

AI USE CASE | **LEVEL 3: TRANSCEND**



AI USE CASE

Clinical trial monitors managing unlimited site visits where documentation is inconsistent, protocol deviations require investigation, and site staff are defensive.







The AI plays the coordinator who's overwhelmed and hasn't logged adverse events promptly, the principal investigator who's too busy for monitoring visits, the IRB coordinator who found discrepancies.



Every scenario builds the judgment and communication skills that determine trial integrity and timeline.

Life Sciences - Medical Devices

AI USE CASE | **LEVEL 4: UNIFY**



Each sales rep's development path adapts to their territory challenges, upcoming procedures, surgeon relationships, and clinical fluency gaps.

The AI knows they're supporting their first robotic-assisted procedure next month and has already created sixty-two targeted scenarios building the specific troubleshooting capabilities that procedure type demands.



It sees they struggle when surgeons ask anatomical questions mid-case and generates unlimited practice building real-time clinical explanation skills. Their case success rates climb to 96% while their competitive displacement accelerates.



Life Sciences – Medical Devices

AI USE CASE | **LEVEL 4: UNIFY**



Clinical specialists whose AI learning system understands the devices they support, their territory's case volume, common complications, and diagnostic patterns.

When a specific device shows elevated complication rates in their region, it immediately creates targeted troubleshooting scenarios addressing those exact failure modes.



When they're expanding to a new specialty, it begins building that specialty's unique anatomical and procedural knowledge months before their first case. Their mean time to resolution drops 54% while their surgeon satisfaction scores reach 9.4/10.



Life Sciences – Medical Devices

AI USE CASE | **LEVEL 4: UNIFY**



Each clinical trial monitor's development automatically adapts to their study portfolio, site performance patterns, and audit readiness.

The AI knows they have an FDA inspection scheduled in six months and creates targeted scenarios practicing inspector interactions and documentation defense.



It sees they've been missing subtle protocol deviations and generates unlimited practice building the pattern recognition that catches issues before they become findings. Their audit outcomes improve dramatically while their site relationships strengthen.

