

“A New Era of Personalization: Applying Generative AI to the Dynamic Customer Engagement”



Pmsa

PHARMACEUTICAL MANAGEMENT
SCIENCE ASSOCIATION

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AGENDA

01

State of dynamic field engagements

02

Analysis Paralysis – navigating the data ocean

03

Bridging the information divide

04

Advancing intuitive analytics for life sciences

Profound changes have altered life sciences sales operations

Access Limitations



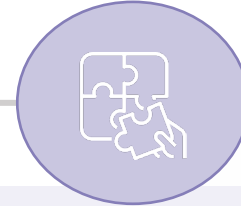
- Restrictions on provider and institution details have grown more dire

Omnichannel Explosion



- Sophisticated life science companies are targeting and re-targeting providers across personal and non-personal channels

Waning Share of Voice



- Accessibility to near-real time data and equipped more companies to enter into dynamic targeting

Data Silos



- Data are now purchased across RWD, EHR, affiliations, lab, and more – yet they rarely talk to each other

What began as a novel approach to funneling patient leads has transformed into an industry-standard engagement tactic

Landscape of Field Enablement

RWD

Lab Values

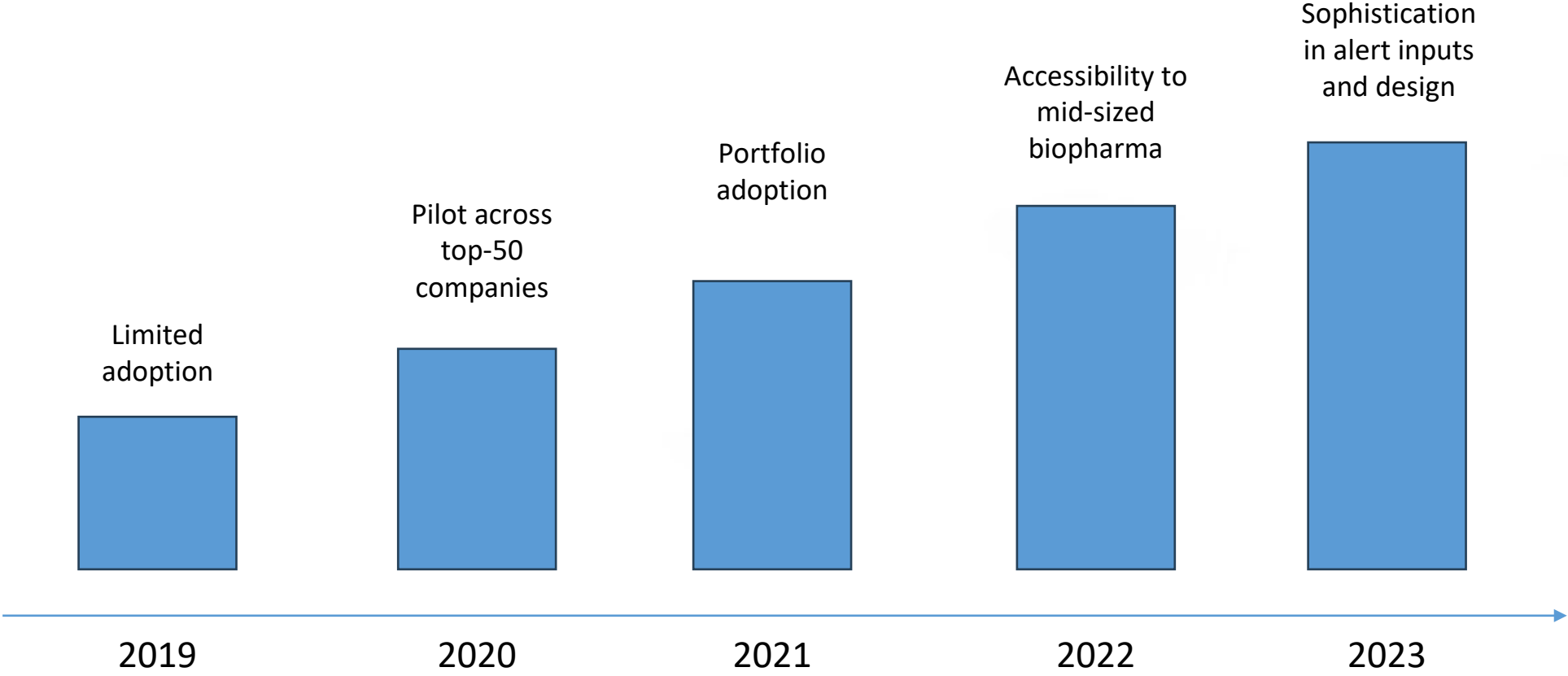
EHR

SDOH

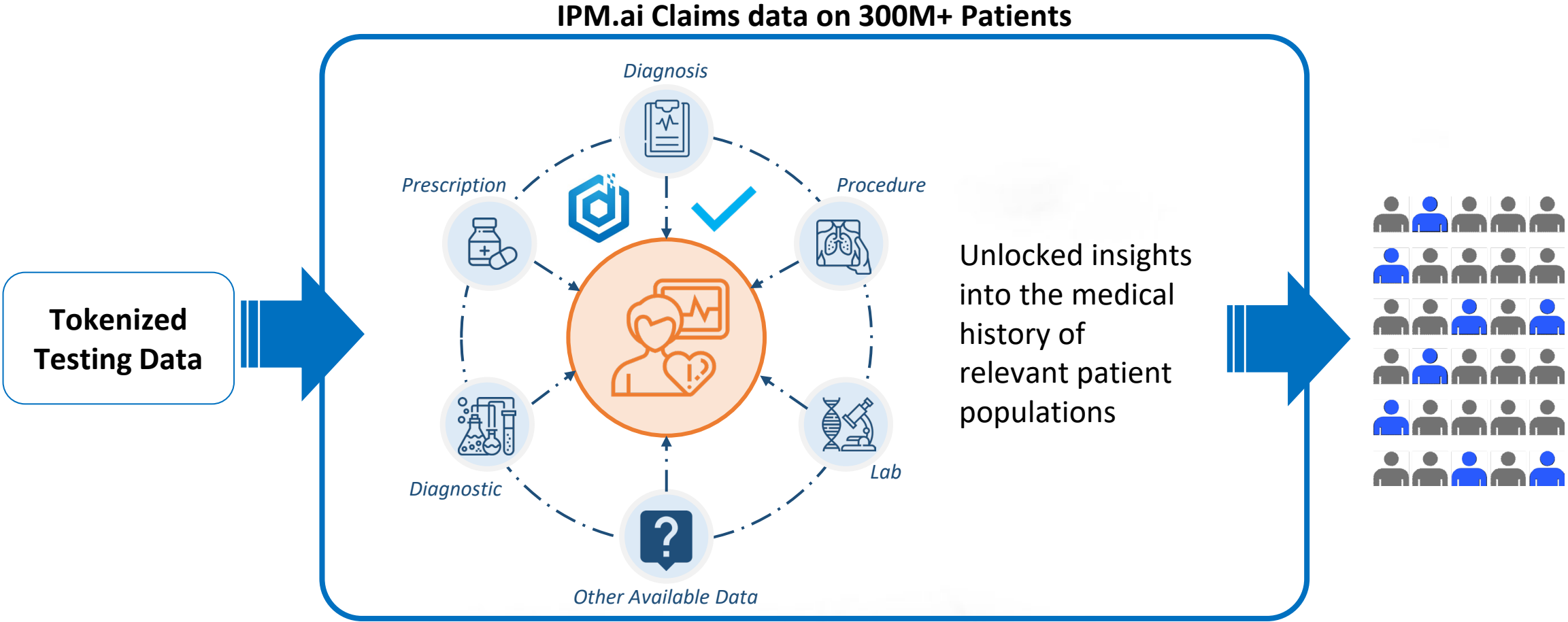
Payer

Digital

At IPM.ai, we've seen – and been part of – the transformation



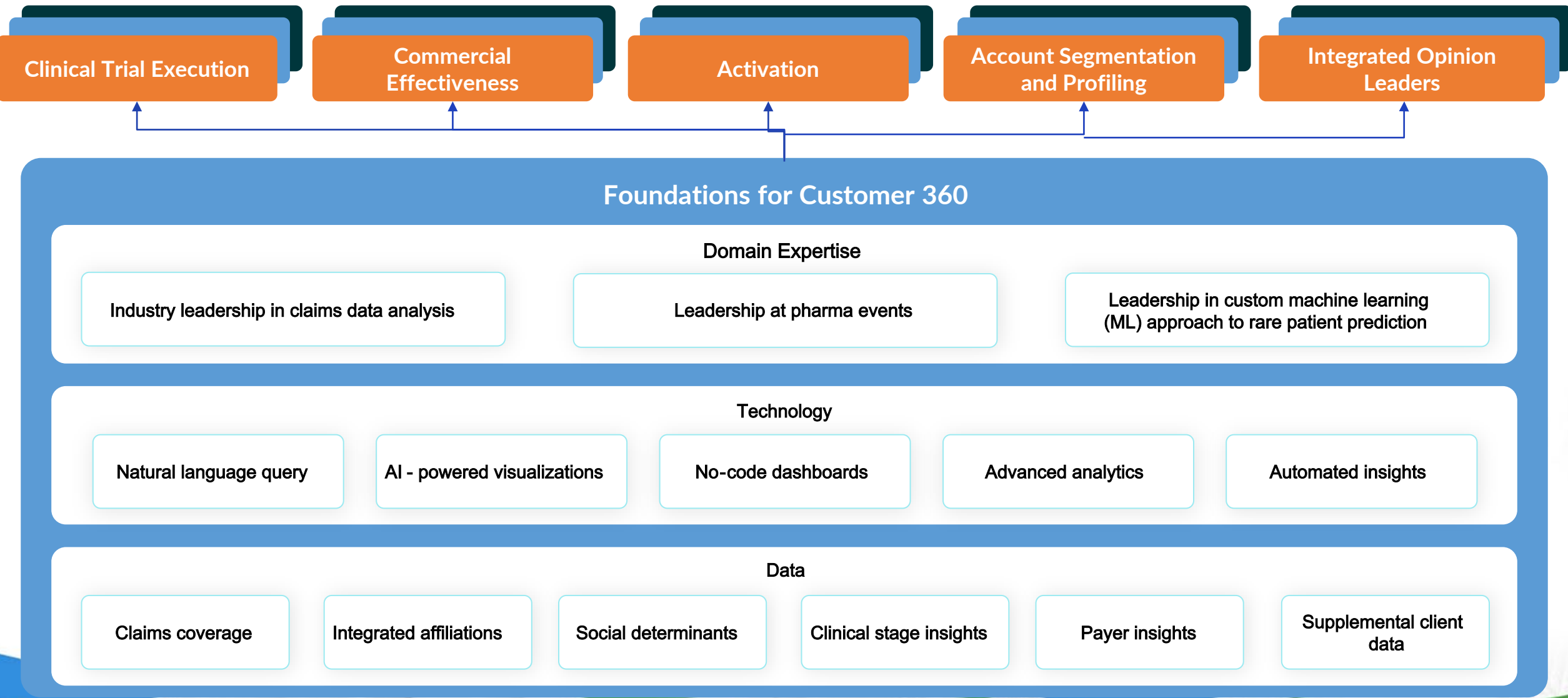
Tokenization has allowed disparate datasets to come together in a value-accretive output



And yet, the final products often remain in flat files

BATCHID	ALERTID	ALERTTYPE	DATE	NPI	PROVIDER	ADDR1	CITY	STATE	SPECIALTY	ROLE
5W20D18	5W18A123	hATTRLikely	11/18/2017	1891724704	RANDELL SEHRES	1218 MILLENNIUM PKWY	BRANDON	FL	Family Medicine	PCP
5W20D18	5W18A123	hATTRLikely	11/18/2017	1538267661	SIVA K KUMAR	1 TAMPA GENERAL CIR HMT CARDIOLOGY	TAMPA	FL	Cardiovascular Disease	CARD
5W20D18	5W18A123	hATTRLikely	11/18/2017	1467462739	JAY MAMEL	12901 BRUCE B DOWNS BLVD MDC 82	TAMPA	FL	Gastroenterology	GASTRO
5W20D18	5W18A123	hATTRLikely	11/18/2017	1962494815	SANFORD DOLGIN	4714 N ARMENIA AVE SUITE 200	TAMPA	FL	Specialist	SPEC
5W20D18	5W18A123	hATTRLikely	11/18/2017	1861470916	AMIT JOHNSINGH	12662 TELECOM DR	TEMPLE TERRACE	FL	Nephrology	NEPH
5W20D18	5W18A123	hATTRLikely	11/18/2017	1083162325	SHELBY DEVINNEY	1218 MILLENNIUM PKWY	BRANDON	FL	Physician Assistant Medical	NPPA
5W20D18	5D18A456	hATTRDx	12/29/2017	1386794022	DEBORAH PESHKA	2902 BRADFORD ST NE	GRAND RAPIDS	MI	Nurse Practitioner	ALERT
5W20D18	5D18A456	hATTRDx	12/29/2017	1750415238	BENJAMIN SCHIPPER	3185 MACATAWA DR SW SUITE A	GRANDVILLE	MI	Internal Medicine	PCP
5W20D18	5D18A456	hATTRDx	12/29/2017	1942289798	MICHAEL DICKINSON	2902 BRADFORD ST NE	GRAND RAPIDS	MI	Cardiovascular Disease	CARD
5W20D18	5D18A456	hATTRDx	12/29/2017	1194934802	LATHA SREE POLAVARAM	145 MICHIGAN ST NE SUITE 3100	GRAND RAPIDS	MI	Hematology & Oncology	HEM_ONC
5W20D18	5D18A456	hATTRDx	12/29/2017	1255602041	NIESKE ZABRISKIE	145 MICHIGAN ST NE SUITE 3100	GRAND RAPIDS	MI	Physician Assistant Medical	NPPA

Foundations for a Customer 360



The solution is the next generation of intuitive reporting – Mission Control

Mission Control

- Robust HCP profiles and trend reports
 - Demographics, payer mix, clinical insights
- Easy-to-interpret marketing performance dashboards
- Frequent data updates to enable campaign adjustments
- Before/after HCP behavioral analyses

