



Pmsa

PHARMACEUTICAL MANAGEMENT
SCIENCE ASSOCIATION

Crafting winning sales emails with large language models

Presenters



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Indegene

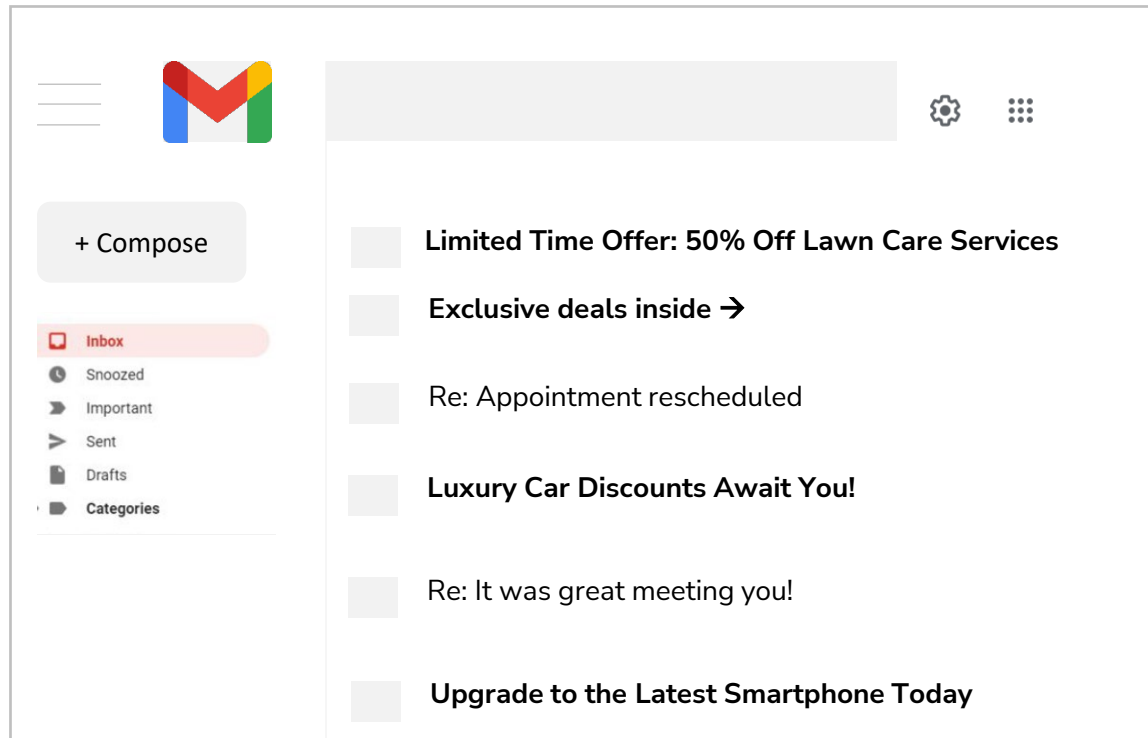


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Senior Manager, Client Services
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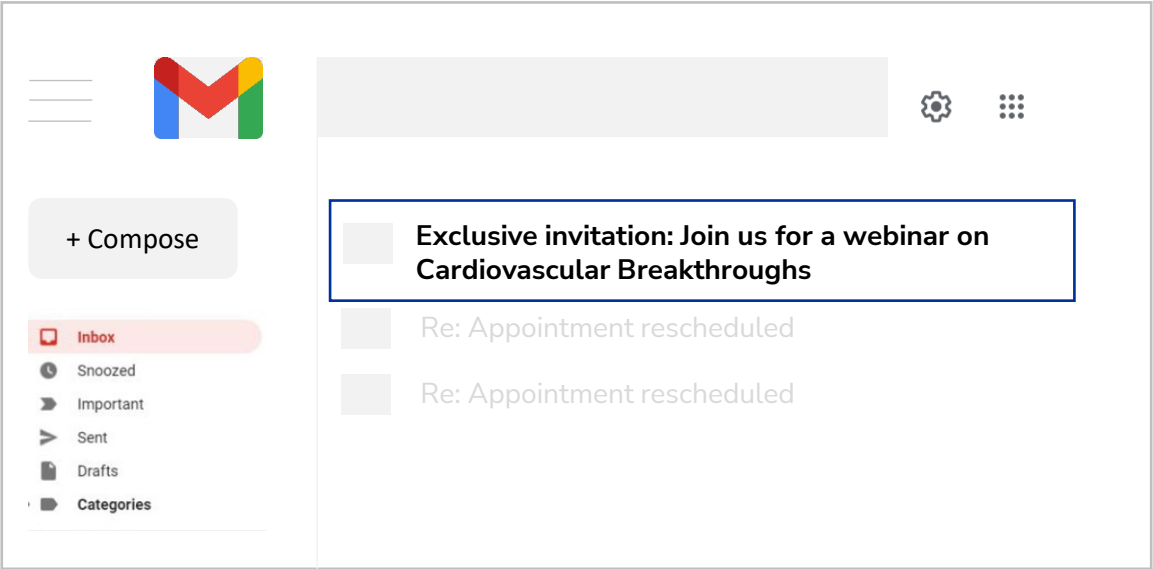
Is your inbox always filled with relevant and meaningful conversations?

The impersonal inbox syndrome we can all relate to



- sent to an apartment dweller without a lawn
- for a product completely unrelated to the recipient's needs
- sent to someone who recently purchased a new car
- sent to someone who recently upgraded their phone

Zooming into a similar generic trap in the HCP universe



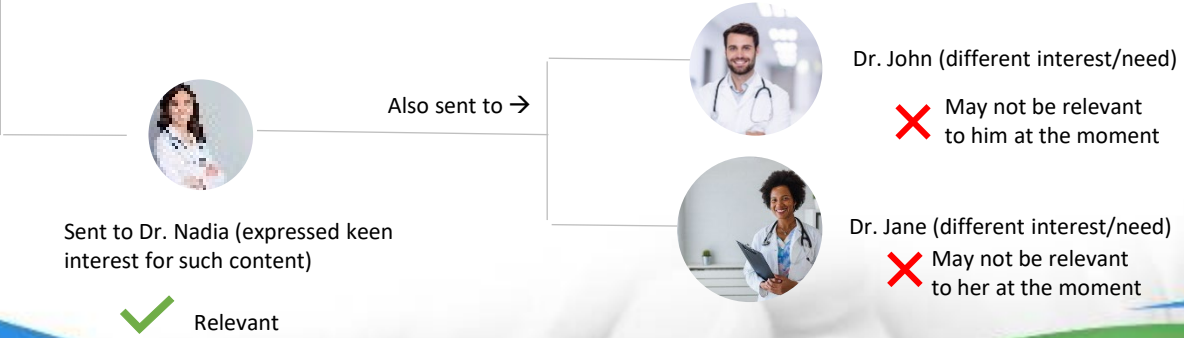
8 in 10 HCPs

Believe they're experiencing a one-size-fits-all approach

49 CXQ Score

Received for sales rep emails based on HCP ratings; falling below average

**EPG Health Report & DT Consulting*



The challenge

Focusing on what the brand wants to tell them versus what they need to know



We've just published a new report on the efficacy of our brand. We need to inform our HCPs about it.



Subject line:
New Efficacy Report Released for Therapy X

Dear [Recipient's Name],

I hope this email finds you well. We are thrilled to announce the release of our latest Efficacy Report for Therapy X, which highlights the remarkable outcomes and advancements achieved through our groundbreaking therapeutic approach.

Key Highlights from the Efficacy Report:
1. Patient Success Stories: Discover inspiring stories of individuals who have experienced significant improvements in their well-being.
2. Clinical Data Analysis: Dive into the comprehensive analysis of clinical data, showcasing the effectiveness of Therapy X in addressing a wide range of psychological challenges.

Email content created by marketing team

MLR Review

Approved email sent to CRM

Rep triggers the email



The traditional journey focuses more on delivering brand information rather than understanding whether it may be of interest to HCPs individually

Changing how we think about email communications

1. With pre-approved content in the bank



Dr. Nadia is a high-priority HCP target. What kind of communication can we send out to get her engaged?



1. Leveraging insights into Dr. Nadia's preferences

- Past interaction trends
- Rx behavior
- Social media patterns
- Demographics
- Content preferences
- Current stage in funnel

+and more

AI/ML/NLP

2. Borrowing suitable pieces of content from the pre-approved collection

Subject line:

New Efficacy Report Released for Therapy X

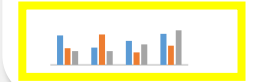
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Key Highlights from the Efficacy Report:
1. Patient Success Stories: Discover inspiring stories of individuals who have experienced significant improvements in their well-being

Dear [Recipient's Name],

I hope this email finds you well. We are thrilled to announce the release of our latest Efficacy Report for Therapy X, which highlights the remarkable outcomes and advancements achieved through our groundbreaking therapeutic approach.



Modular content repository

3. Generating an individualized version of email content for Dr. Nadia

Subject line:

New Efficacy Report Released for Therapy X

Dear [Recipient's Name],

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Key Highlights from the Efficacy Report:
1. Patient Success Stories: Discover inspiring stories of individuals who have experienced significant improvements in their well-being



Aligns with her preferred topic, tonality, need, and sentiment

Email generator module (LLM)

Sent to CRM



Along with a report outlining reasons for content selection



Rep dismiss/approves

Feedback loop

Email is sent

Changing how we think about email communications

2. With new content pending MLR approval



Dr. Nadia is a high-priority HCP target. What kind of communication can we send out to get her engaged?



1. Leveraging insights into Dr. Nadia's preferences

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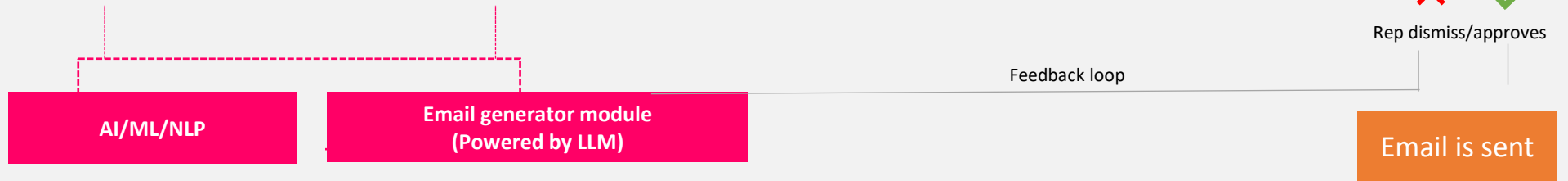
2. Suggesting suitable topics and content that may not be MLR approved

Subject line:
New Efficacy Report Released for Therapy X
Dear [Recipient's Name],

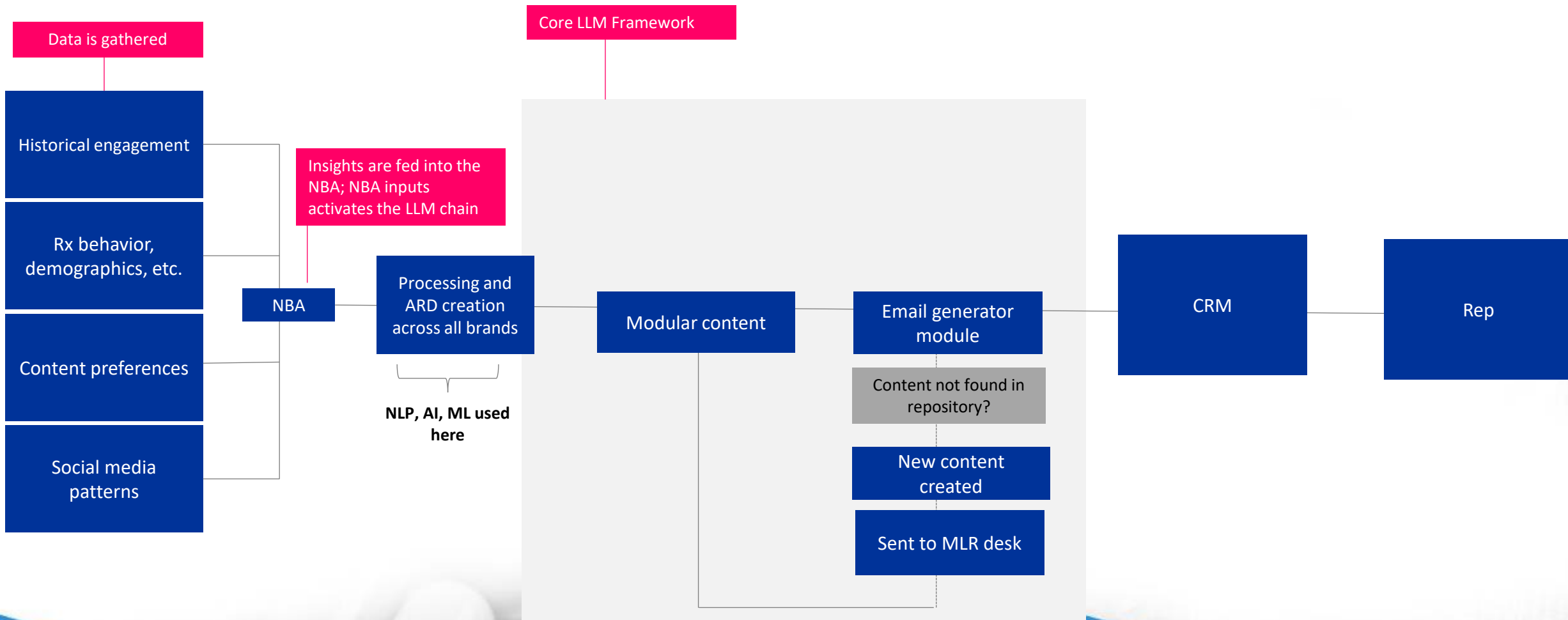
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Key Highlights from the Efficacy Report:
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Aligns with her preferred topic, tonality, need, and sentiment



The completed LLM-powered framework

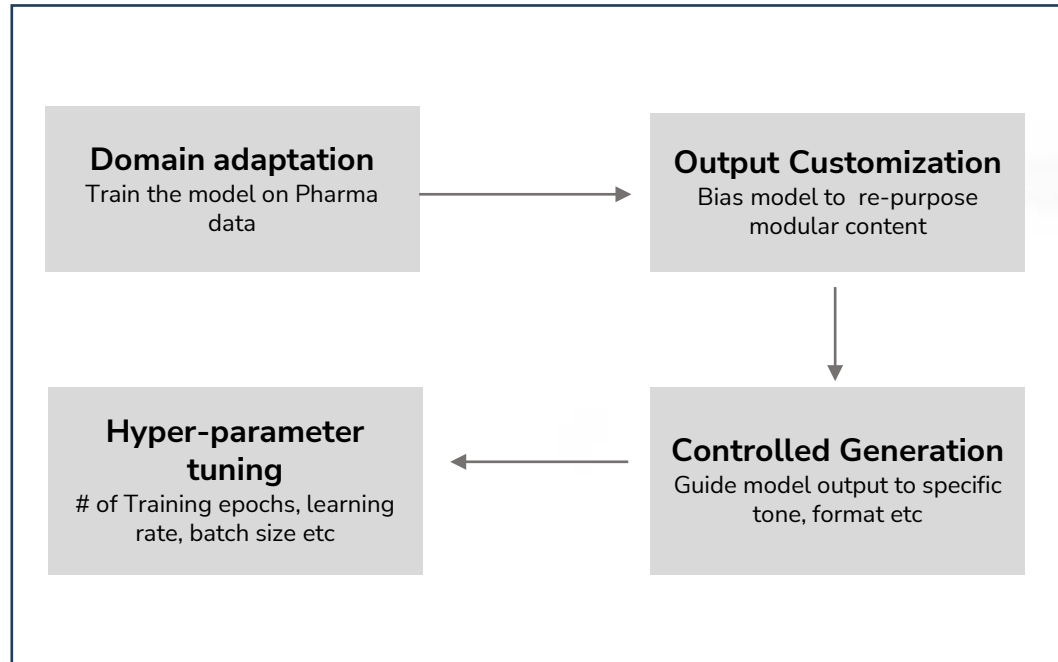


Bringing it all together in your LLM

Consolidated data

- Content Module library
- Historical Interactions
- Component Scores
- NLP Generated HCP Insights:
 - Topics of Interest
 - Unmet Needs
 - Brand Perception
- HCP Profile

LLM activation and fine-tuning



Email module generator

Subject New Treatment Approach for Rheumatoid Arthritis

Hi Dr. Nadia,

I hope this message finds you in good health. I wanted to drop you a quick note about some really exciting developments in the treatment of Rheumatoid Arthritis. Therapy X that has been making waves in recent studies, showing promise in increased effectiveness with minimal side effects.

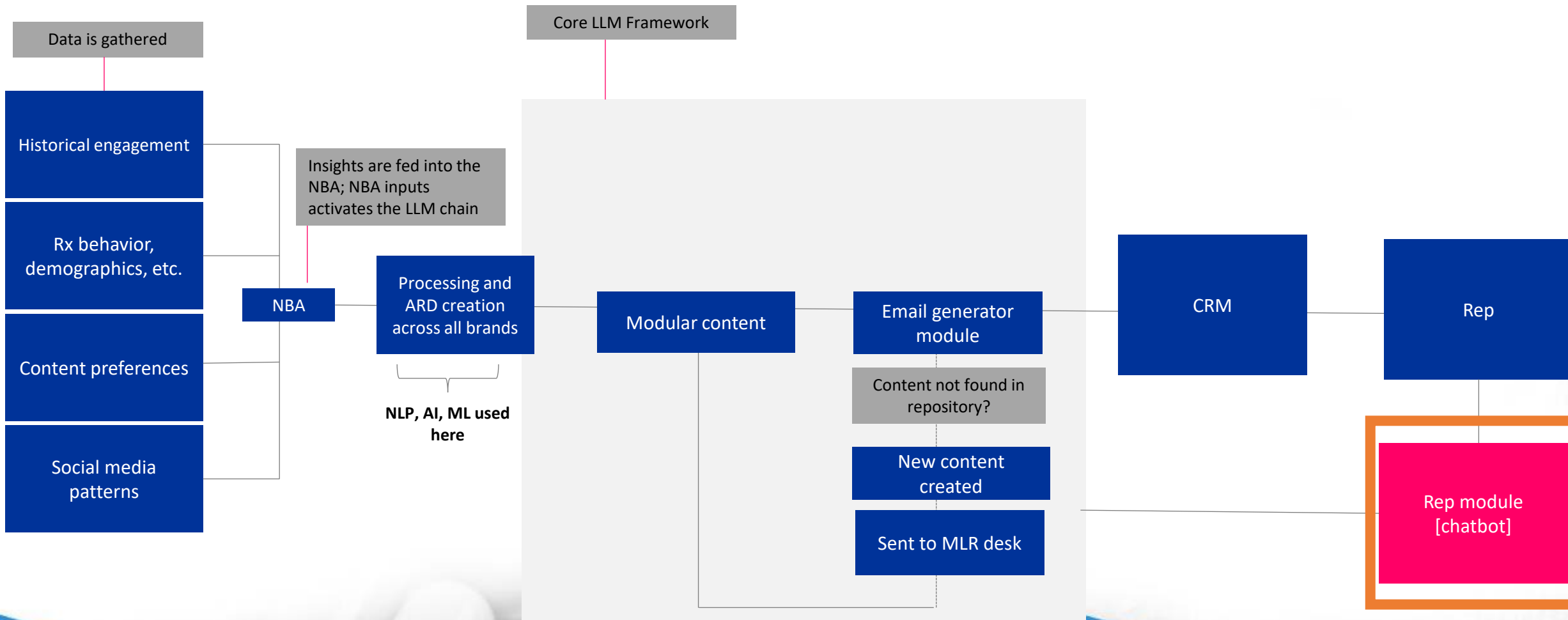
Also, we hosted a webinar not too long ago where experts, including Dr. Dan, discussed the potential of Therapy X in detail. If you're keen to learn more, here's the link to the webinar:

If you have any questions or need more details, please feel free to reach out.

Warm regards,
John

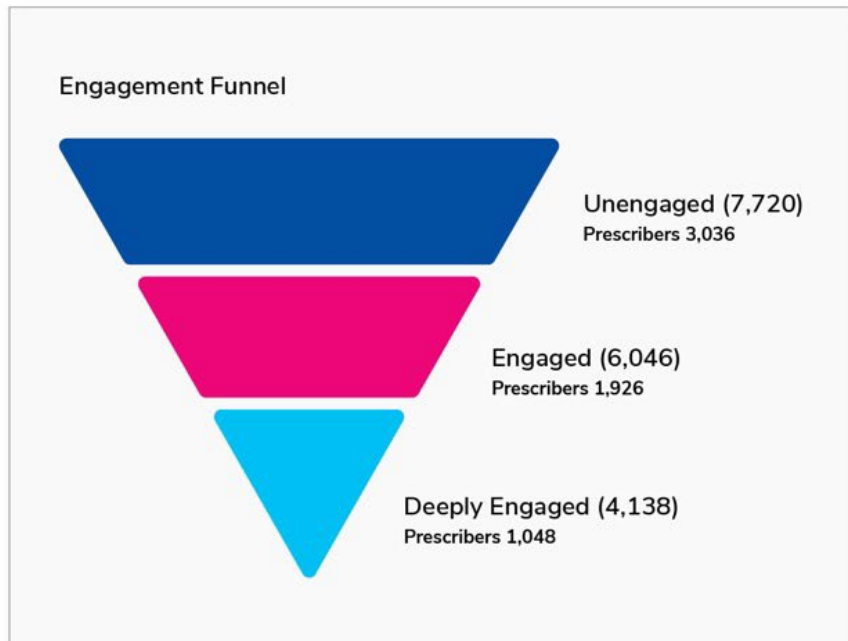
GPT 3.5| AWS Sage Bedrock

The future look



Expected benefits from this model

Moving HCPs along the engagement funnel



- Through improvements in open rates compared to previous non-personalized campaigns
- Through improvements in click-through rates compared to previous non-personalized campaigns

Thank you!

A closer look at the activation phase →


Gathering modular content

Subject: Invitation to Exclusive Rheumatoid Arthritis Webinar & Efficacy Report

Dear Dr. [HCP's Last Name],

I hope this email finds you well. I

I am thrilled to extend a personal invitation to you for our upcoming webinar on a groundbreaking topic: "Revolutionizing Rheumatoid Arthritis Management: The Role of Advanced Therapies."



This session promises valuable insights that I believe will greatly interest you. The webinar is scheduled for [Date] at [Time], and you can register using this [Registration Link].

Additionally, I wanted to share a recent report highlighting the remarkable efficacy and safety profile of our brand in treating rheumatoid arthritis.



80% Efficacy rate of Therapy X at recent clinical trial
[Download the full report here](#)

I sincerely hope you can join us for the webinar and find the report insightful. Should you have any questions or require further information, please feel free to reply to this email.

Warm regards,

Auto extraction

Machine vision automatically extracts 'slices' of content in the master email

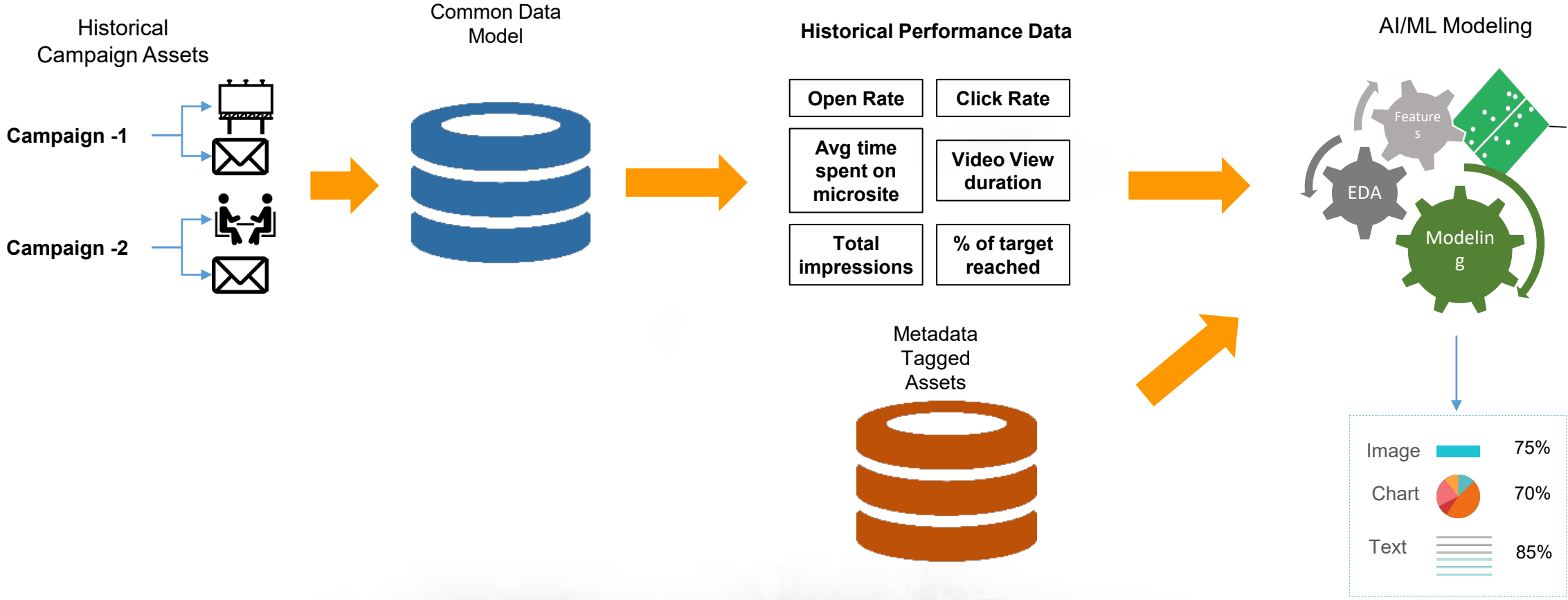
Subject line Subject: Invitation to Exclusive Rheumatoid Arthritis Webinar & Efficacy Report	Efficacy content Recent report highlighting the remarkable efficacy and safety profile of our brand in treating rheumatoid arthritis. 80% efficacy rate of Therapy X at recent clinical trial
Graphic 	Chart 

Auto extraction

- Media
 - Graphic
- Semantics
 - Chart
- Key Messages
 - Efficacy content

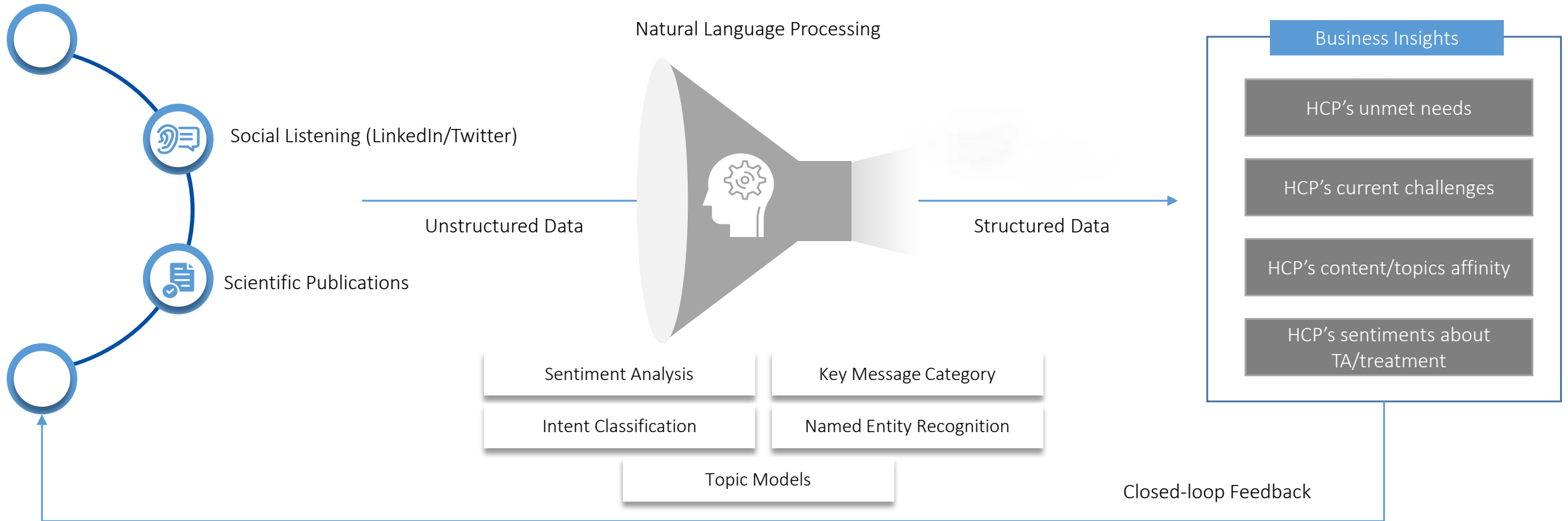
Color, Font, Position, Tone, Size, Entity

Gathering interaction-level data



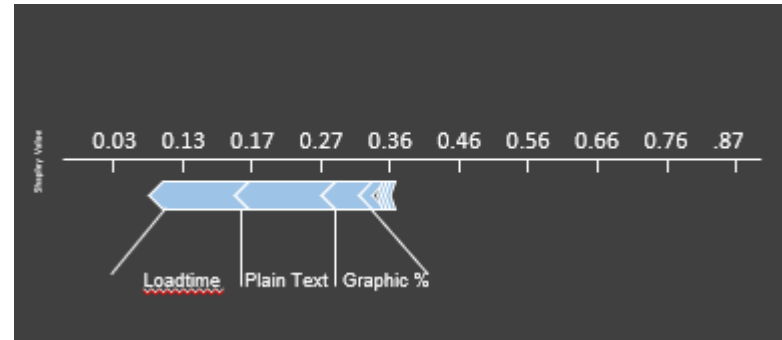
Gathering more insights through social listening

- Enhance HCP/Customer Engagement by generating business insights from 'Unstructured' data

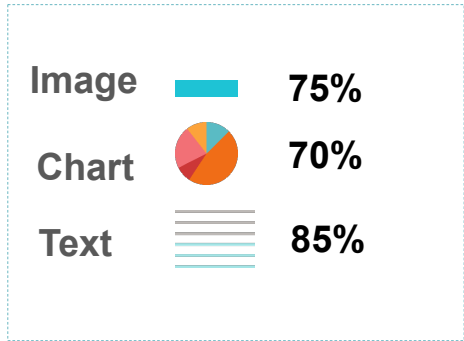
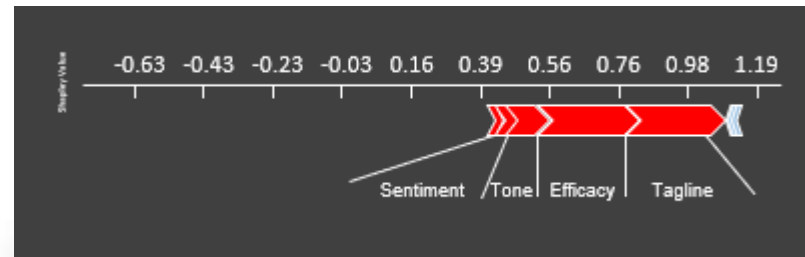


Conducting Shapley values analysis on interaction data

What part of the content is not likely to work for Dr. Nadia?



What part of the content is likely to work for Dr. Nadia?



Email success rates by component