



LEXALYTICS PHARMA

# AI Tuning for Medical Information Teams' Specific Needs

The Medical Information function within a pharmaceutical company has some of the most demanding regulatory requirements within the Medical Affairs team. Our **MedInfo AI Product** helps a medical information team answer the breadth of questions flowing in from medical professionals and the public. Additionally, it **provides the auditing and communication functions necessary** to meet the associated regulatory requirements.

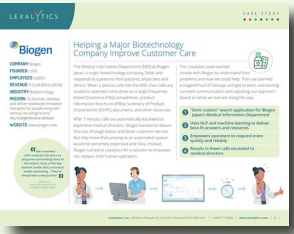
Given the precise requirements associated with Medical Information services, it's vital to provide a product and platform that recognizes the **absolute need for humans-in-the-loop and can be tuned and customized to a specific drug or condition**. A one-size-fits-all product for Medical Information won't work; it requires a product that can be taught about the specifics of a given condition and the associated drug or drugs treating it. We leverage the core AI and NLP technologies of Lexalytics coupled with domain-specific taxonomies to help your Medical Information team **operate accurately, efficiently and provide traceable audit records to help meet regulatory requirements**.

**Lexalytics' MedInfo AI Product** is a semi-customized product that leverages our deep NLP and Machine learning stack to **build condition-specific AI that will suggest the right content for a given request**, whether it comes from the public or a Medical Professional. Additionally, condition-specific taxonomies allow the system to understand the variety of ways someone will ask a question and all of the names for a given drug or treatment. Your MedInfo team will efficiently handle more requests

with the **ability to track and report on adverse events, product complaints, and specific categories of general inquiries**. Connecting to our communications module adds to your team's ability to customize the responses based on the requester's role.

### CASE STUDY

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**10-MINUTE READ**  
How Lexalytics' helped international biotech giant **Biogen** improve their Customer Care

*To learn more, reach out to us for an informal conversation.*

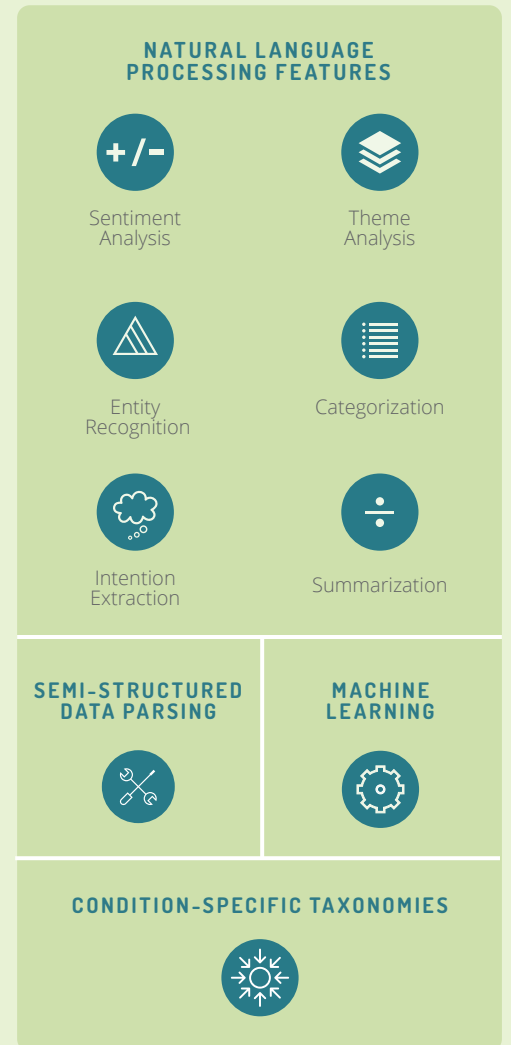


Figure 1 | Technology Toolkit for MedInfo AI Product