

Powering Patient Programs

Leveraging conversational AI to support patients on their schedule,



CHALLENGE

A pharmaceutical company was in the process of launching a patient support program for its Multiple Sclerosis medication. While the program contained valuable information, it lacked a mechanism for 2-way engagement.

SOLUTION

Sensely designed a custom brand ambassador - Brooke, to support patients in the MS management program.

This included an AI-powered virtual assistant that engaged patients around:

- Medication information guidance
- Injection site selection and administration instructions
- Disease related questions
- Health information resources

IMPACT

By integrating the ambassador into the program app, patients had a single point of contact for their needs. The always-on access catered to their needs, regardless of the time of day, reducing anxiety. Moreover, the program laid a foundation for an ongoing dialogue, not only responding to immediate needs, but also learning about preferences and future expectations, resulting in a stronger relationship between the patient and the company.

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