EXECUTIVE BRIEF

AI for Medical Field Notes
4 steps to overcome common barriers and accelerate insights

Many med affairs teams still use less than 1% of their field notes in a systematic way[1] due to time-consuming and error-prone manual processes for extracting insights. Failed AI solutions have prevented many from realizing the benefits of the technology. This is why, according to the Cisco 2024 Data Privacy Benchmark Study, **27% of organizations have banned the use of GenAI** applications and **65% of top 20 pharma prohibit the use of ChatGPT** because of hallucinations, data security concerns, and lack of staff training on appropriate use.[2]

Common barriers to AI-driven medical insights include:

Inadequate off-the-shelf products

Off-the-shelf products are typically not designed for the highly specific, highly technical data sets that exist in healthcare.

Privacy concerns with public tools

The use of public tools such as ChatGPT raises concerns around the privacy and confidentiality of sensitive information.

"Black box" AI implementation

The "black box" implementation of most off-the-shelf products makes it challenging to ensure the accuracy of AI-derived outputs and recommendations in a field that is influencing patient outcomes.

Resource-intensive in-house development

In-house development of an AI solution requires considerable resources in terms of time, staff, and computing power as well as long development times.

1. Generative AI in the pharmaceutical industry: Moving from hype to reality. McKinsey & Company. Available at: https://www.mckinsey.com/industries/life-sciences/our-insights/generative-ai-in-the-pharmaceutical-industry-moving-from-hype-to-reality (accessed on September 30, 2024)

2. Privacy as an enabler of customer trust. CISCO 2024 Data Privacy Benchmark Study. Cisco. Available at: https://www.cisco.com/c/dam/en_us/about/doing_business/trust-center/docs/cisco-privacy-benchmark-study-2024.pdf (accessed on September 30, 2024)

4 steps to overcome common barriers and accelerate insights

Successful AI solution design for med affairs requires a systematic approach. Despite the challenges and skepticism, systems using natural language processing (NLP) and GenAI can change the paradigm of med affairs notes processing.

Based on our experience with multiple clients with successful AI implementations for medical affairs notes, here are 4 key steps for success:

1

Obtain organizational buy-in
- ✓ Seek and incorporate stakeholder feedback into the initial design
- ✓ Plan a pilot phase
- ✓ Develop an organizational AI road map

This helps ensure that the implementation will be accepted and used across the organization.

2

Optimize your data foundation
- ✓ Build a robust data structure
- ✓ Accurately tag and categorize the information in each note

This sets up the data to be summarized, analyzed, and reported in near-real time.

3

Process the data to generate accurate, relevant insights
- ✓ Analyze the tagged information
- ✓ Consolidate the findings
- ✓ Assign notes categories

This forms the basis for understanding, visualizing, and reporting the trends, topics, and sentiments.

4

Visualize and report the insights for all stakeholders
- ✓ Create role-specific visualizations and reports
- ✓ Enable the ability to query the information and receive appropriate answers

This allows everyone across the organization to easily understand and use the insights.

Using this approach, the Beghou team designed an AI solution that helped a medical affairs team significantly increase the speed and accuracy of insights from medical notes – creating a powerful asset out of an underutilized data source and driving significant value for their stakeholders.

Read our blog series to learn more about each of these steps and how they can be successfully implemented to deliver real-time, meaningful insights from med affairs notes.