Everest Group®

Everest Group Innovation Watch: Agentic AI in Life Sciences Commercial 2026

October 2026

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Introduction and overview

Introduction

Scope of the assessment

Overview and value chain of life sciences commercial

Key business problems and challenges in life sciences commercial

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Everest Group Innovation Watch Assessment

Summary dashboard

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Introduction

Innovation Watch: Agentic AI in Life Sciences Commercial 2026

Agentic AI is emerging as a major enabler of life sciences commercial transformation, helping enterprises improve decision-making and execution across sales, marketing, market access, medical affairs, and patient services. By combining reasoning, workflow orchestration, and contextual intelligence, agentic AI products can support activities such as market sizing, competitive intelligence, KOL engagement, campaign planning, field reporting, HCP targeting, patient segmentation, and omnichannel engagement.

As commercial organizations navigate complex launches, evolving payer dynamics, fragmented customer journeys, and increasing demand for compliant personalization, the need for AI-enabled commercial workflows continues to grow. Pre-built/Customizable agents and low-code/no-code agent builder platforms can help commercial teams automate repetitive tasks, surface actionable insights, generate compliant content, and coordinate next-best actions across the commercial value chain.

In this study, we assess providers offering agentic AI products and platforms focused on life sciences commercial. The assessment covers solutions focused on pre-built/customizable agents and low-code/no-code agent builder platforms that support commercial use cases, while excluding developer-oriented services and tools such as agentic AI frameworks and pro-code developer services/tools. The report evaluates 22 leading providers using Everest Group's Innovation Watch Assessment framework, segmenting providers into four categories: Luminaries, Fast Followers, Influencers, and Seekers.

The report includes:

- Everest Group Innovation Watch Assessment, a comparative assessment of 22 leading agentic AI product and platform providers for life sciences commercial
- Overview of providers' capabilities across life sciences commercial use cases
- Deep dive into key commercial business challenges and agentic AI's role in improving productivity, engagement, and decision-making

Scope of the report

Geography: global

Providers: ACTO, Allego, Caidera, CustomerInsights.ai, Exeevo, Impiricus, Improzo, Infinitus, IQVIA, Kore.ai, Lithero, LogicFlo, ODAIA, Quantified.ai, Salesforce, Seismic, Smartcat, Sorcero, Tellius, Veeva Systems, Viseven, and ZS

Products: agentic AI Platforms in LS Commercial

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Scope of the assessment

This report evaluates agentic AI products and platforms focused on life sciences commercial, such as low-code/no-code agent builder platforms and pre-built/customizable agents. It excludes developer-oriented services and tools such as agentic AI frameworks and pro-code developer services/tools.

Agentic AI products

Focus of the study			
Pre-built/Customizable agents	Low-code/No-code agent builder platforms	Agentic AI frameworks	Developer services and tooling for agentic systems
Ready-made AI agents that come pre-trained or require only minimal setup, so LS Commercial teams can deploy them directly for tasks in sales, marketing, or medical engagement (e.g. HCP queries, field rep support) without coding. These agents often have domain-specific knowledge and can be lightly configured to fit the company's workflow.	Visual, easy-to-configure platforms that enable non-technical commercial staff to build and launch their own AI agents (chatbots, assistants, etc.) through drag-and-drop interfaces or prompt-based setups – no programming needed.	Core software frameworks that provide modular components and guidelines such as planning, memory, and tool use to build agents.	Developer-focused platforms with supporting infrastructure (APIs, SDKs, etc.), scripting environments, and services to programmatically define, configure, test, and deploy AI agents.
Examples: Pre-built agents offered by IQVIA, ACTO	**Examples:** Salesforce Agentforce	**Examples:** LangChain and Microsoft Autogen	**Examples:** OpenAI Assistants API and Google Vertex AI

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Overview and value chain of life sciences commercial

Life sciences commercial involves a broad set of processes, functions, and stakeholders working together to successfully launch, position, promote, and support therapies in the market. It encompasses activities across product launch, pricing and market access, medical affairs, marketing effectiveness, sales-force engagement, patient engagement and support, and ongoing market performance optimization.



Product launch, pricing, and market access

- Market sizing and analysis
- Competitive intelligence
- Market positioning and messaging
- Demand forecasting
- Market access strategy
- Health Economics and Outcomes Research (HEOR)
- Pricing strategy
- Payer segmentation
- Mapping of changes in regulatory environment
- Contract management



Medical affairs

- KOL (Key Opinion Leaders) engagement
- Medical writing and scientific publications
- Medical Information Management (MICC)
- Field medical excellence including Medical science liaison (MSL) support
- Literature screening
- Evidence generation
- Inquiry management



Marketing effectiveness

- Marketing mix modeling
- ROI optimization
- Brand management
- Campaign planning and execution
- Content management



Sales-force engagement

- Territory alignment
- Field reporting and analytics
- Incentive compensation
- Sales-force optimization
- Forecasting and planning
- HCP segmentation, targeting and engagement
- Training support



Patient engagement and support

- Omnichannel patient engagement
- Patient segmentation
- Patient Support Programs – education, assistance, concierge
- Patient journey mapping

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Key business problems and challenges in life sciences commercial

Life sciences commercial and adjacent functions seek to improve effectiveness while overcoming fragmented data, manual workflows, and increasingly complex market dynamics

	Product launch, pricing, and market access	Medical affairs	Marketing effectiveness	Sales-force engagement	Patient engagement and support
Key objectives	Accelerate launch planning and optimize pricing and market access decisions	Enhance scientific engagement and evidence-driven decision-making	Improve campaign performance and omnichannel marketing RoI	Improve field productivity and HCP engagement	Deliver personalized patient support and improve adherence
Key business problems and challenges	• Fragmented launch, claims, payer, formulary, competitor, and regulatory data • Slow manual scenario modeling for pricing, contracting, demand forecasts, and market access strategy • Delayed detection of market access restrictions, competitor actions, and regulatory and HTA changes	• Siloed KOL, literature, congress, RWE, medical information, and MSL interaction data • Manual literature review and evidence synthesis delaying scientific response • Inconsistent capture and translation of field insights into strategic actions • Need for high traceability and auditability while maintaining medical-commercial separation.	• Fragmented customer, content, consent, and channel performance data • Slow MLR review, localization, and derivative content creation • Limited attribution across field, email, web, congress, media, and NPP channels • Low reuse of approved modular content across markets and campaigns	• Significant time spent on call preparation, administrative tasks, CRM updates, and reporting • Fragmented HCP and account data limiting personalized engagement • Static call plans, territories, and forecasts struggle to adapt to market changes • Risk of non-compliant or non-approved messaging in-field interactions	• Patient journey are fragmented across HUBs, payers, providers, specialty pharmacies, and contact centers • Manual benefit verification, prior authorization, appeals, and enrollment follow-up can delay therapy initiation • Low adherence and persistence with limited early identification of at-risk patients

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Agentic AI's impact in solving business problems in life sciences commercial

Agentic AI enhances commercial effectiveness by improving decision-making, accelerating execution, and increasing operational efficiency across functions

	Product launch, pricing, and market access	Medical affairs	Marketing effectiveness	Sales-force engagement	Patient engagement and support
Agentic AI impact	• Faster launch decisions through continuous market intelligence • Improved pricing and market access strategies through scenario modeling • Reduced launch risk through proactive identification of execution gaps and market changes • Improved cross-functional collaboration through coordinated launch planning and execution	• Faster medical decision-making through real-time evidence synthesis • Stronger scientific engagement through targeted KOL identification and engagement • Higher medical team productivity through automated insight generation • Improved quality and consistency through standardized scientific communications	• Higher campaign effectiveness through continuous optimization • Higher marketing ROI through optimized channel investments • Reduced campaign cycle times through intelligent content workflows • More consistent customer experiences through omnichannel engagement	• Higher field productivity through reduced administrative workload • Better HCP engagement through personalized interactions • Improved sales planning through optimized territory design and targeting • Higher forecast accuracy through continuously updated commercial insights	• Improved patient experience through personalized care support • Faster therapy initiation through streamlined patient access • Higher treatment adherence through proactive patient interventions • Improved visibility into patient journeys through continuous monitoring
Expected measure of impact	Low – High	Low – High	Low – High	Low – High	Low – High

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Key success metrices in life sciences commercial

Function-specific KPIs help quantify improvements in commercial performance, operational efficiency, and customer outcomes enabled by Agentic AI

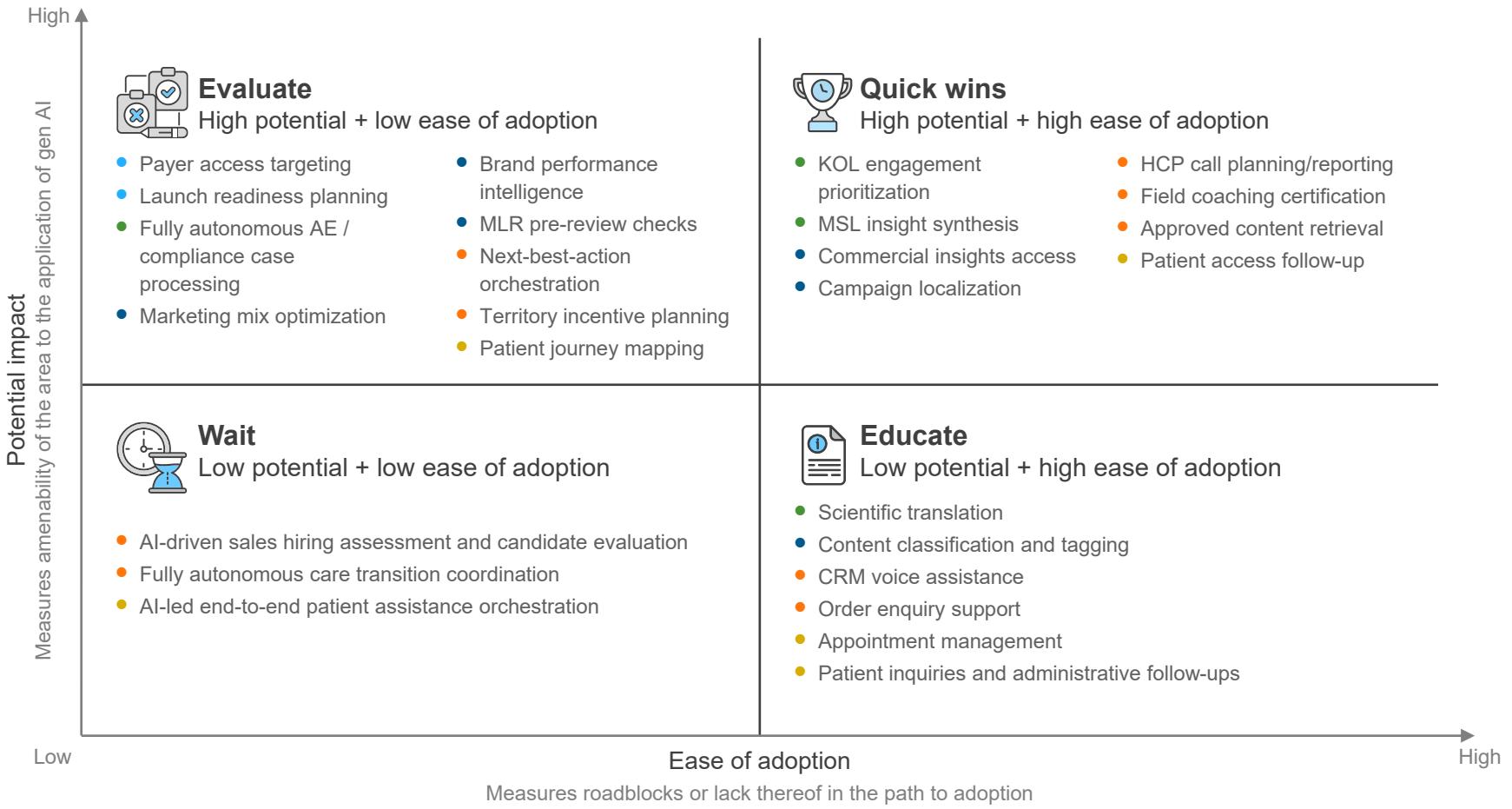
	Product launch, pricing, and market access	Medical affairs	Marketing effectiveness	Sales-force engagement	Patient engagement and support
Key measurable success KPIs	• Time taken to launch a product in the target market • Percentage of target payers providing formulary coverage • Time required to evaluate pricing and market access scenarios • Percentage of launch risks identified before commercial impact	• Average time to respond to medical inquiries • Time taken to review scientific literature and generate evidence • Number of scientific engagements completed per MSL • Quality of KOL engagement based on scientific interactions • Percentage of field medical insights converted into actionable recommendations	• Time taken to launch a marketing campaign • Marketing ROI generated across campaigns and channels • Average content approval cycle time (MLR review)	• Percentage increase in time spent selling versus administrative work • Coverage of target HCPs through field engagement • RM records completed accurately and on time • Sales forecast accuracy at territory or account level • Percentage of recommended next-best actions executed by sales representatives	• Time taken to complete benefit verification and prior authorization • Percentage of eligible patients enrolled in support programs • Improvement in patient adherence throughout therapy • Average time taken to resolve patient support cases

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Agentic AI use case prioritization

Commercial agentic AI use cases that combine high business impact with ease of adoption offer the strongest near-term value, while more complex use cases require phased implementation.

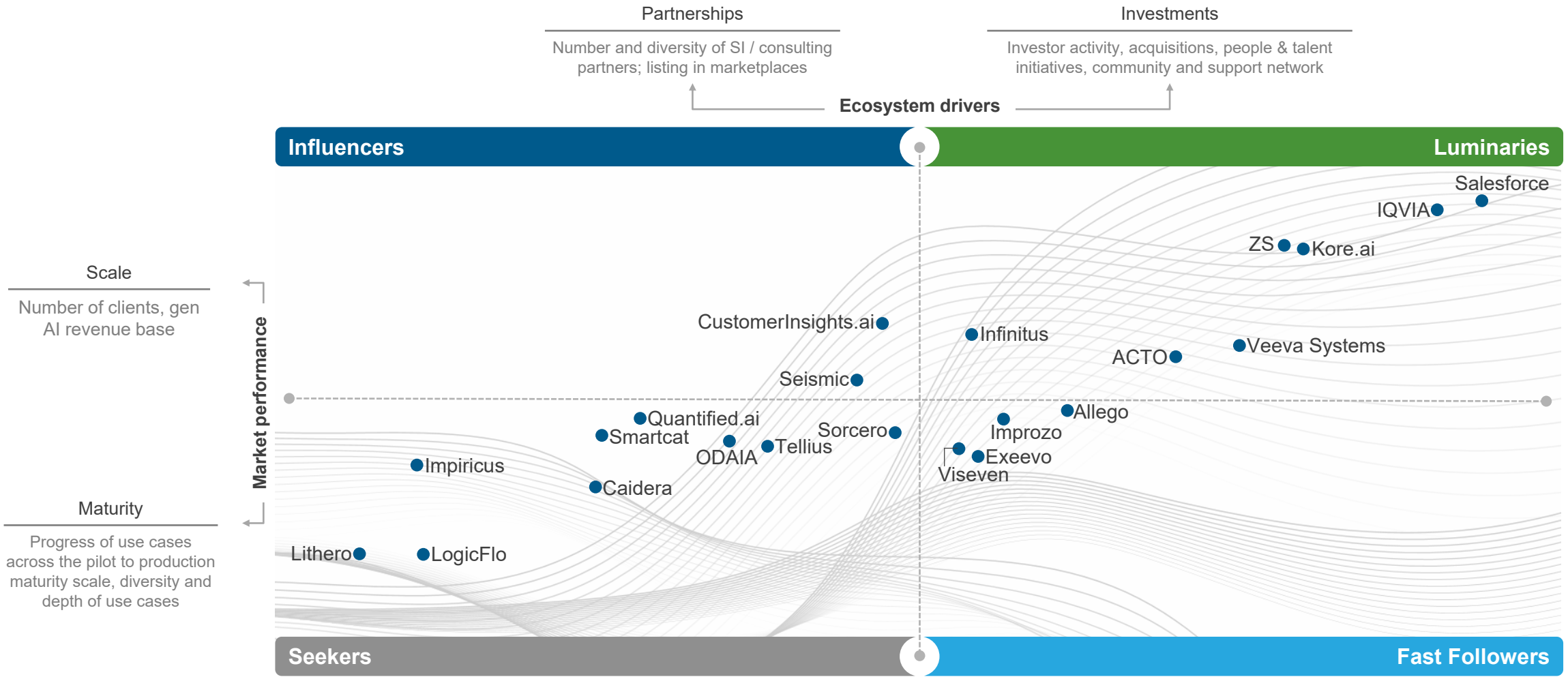
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Everest Group Innovation Watch Assessment

Agentic AI in Life Sciences Commercial 2026



Note: This Innovation Watch assesses providers on their agentic AI product and SaaS offerings relevant to life sciences commercial workflows. Products outside the defined scope and standalone service offerings are excluded.

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Summary dashboard | market performance and ecosystem drivers assessment for agentic AI technology providers in life sciences commercial (page 1 of 3)

Measure of capability: Low High

	Market performance			Ecosystem drivers		
Provider	Scale	Maturity	Overall	Partnerships	Investments	Overall
ACTO						
Allego						
Caidera						
CustomerInsights.ai						
Exeevo						
Impiricus						
Improzo						
Infinitus						

Note: Harvey balls are illustrative and represent the relative positioning of providers. Please refer to the Innovation Watch image for the exact distinctions.

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Summary dashboard | market performance and ecosystem drivers assessment for agentic AI technology providers in life sciences commercial (page 2 of 3)

Measure of capability: Low High

	Market performance			Ecosystem drivers		
Provider	Scale	Maturity	Overall	Partnerships	Investments	Overall
IQVIA						
Kore.ai						
Lithero						
LogicFlo						
ODAIA						
Quantified.ai						
Salesforce						
Seismic						

Note: Harvey balls are illustrative and represent the relative positioning of providers. Please refer to the Innovation Watch image for the exact distinctions.

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Summary dashboard | market performance and ecosystem drivers assessment for agentic AI technology providers in life sciences commercial (page 3 of 3)

Measure of capability: Low High

	Market performance			Ecosystem drivers		
Provider	Scale	Maturity	Overall	Partnerships	Investments	Overall
Smartcat						
Sorcero						
Tellius						
Veeva Systems						
Viseven						
ZS						

Note: Harvey balls are illustrative and represent the relative positioning of providers. Please refer to the Innovation Watch image for the exact distinctions.

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Provider profiles

ACTO
Allego
Caidera
CustomerInsights.ai
Exeevo
Impiricus
Improzo
Infinitus
IQVIA
Kore.ai
Lithero
LogicFlo
ODAIA
Quantified.ai
Salesforce
Seismic
Smartcat
Sorcero
Tellius
Veeva Systems
Viseven
ZS

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ACTO (page 1 of 3)

Overview

Company overview

ACTO provides an AI-powered Field Excellence Platform and AI SuperAgents built exclusively for the life sciences industry. Used by pharmaceutical, biotech, and medical device organizations, ACTO's platform supports field team training, coaching, certification, and practice, while providing actionable insight. ACTO's AI SuperAgents are pre-configured, role-based agents that work across systems to support customer-facing teams with knowledge retrieval, pre-call planning, workflow automation, and personalized recommendations in a secure, compliant, and controlled manner. ACTO solutions help accelerate product launches, strengthen field execution, and deepen customer engagement.

Headquarters: Toronto, Canada

Website: www.acto.com

Key leaders

- Parth Khanna, Chief Executive Officer and Co-founder
- Kumar Erramilli, Chief Technology Officer and Co-founder
- Kapil Kalra, Chief Revenue Officer and Co-founder
- Alison Muller, Chief Marketing Officer

Key clients

- Biogen
- Currax Pharmaceuticals
- Regeneron
- Philips Respironics
- Gilead Sciences
- Ipsen
- SpringWorks Therapeutics
- Radius

Key partnerships

- Veeva Systems
- Salesforce
- AWS
- Snowflake
- Global Data Support
- True Group
- Metrix
- JETRO Switzerland

Recent deals/investments/announcements

- 2026: ACTO's CxZone named a winner in the 2026 Evan Kirstel's We Love Tech Awards
- 2026: unveiled first-ever role-based AI SuperAgents purpose-built to orchestrate work for life sciences field teams
- 2026: launched AI agents to accelerate field excellence in life sciences with intelligent workflow automation
- 2026: signed four new SuperAgent customers
- 2025: signed six new SuperAgent customers
- 2025: ACTO's CxZone won dual honors in the 2025 Pharmaceutical Technology Excellence Awards
- 2025: unveiled ACTOverse, a partner solutions marketplace driving innovation and efficiency in-field excellence
- 2025: Keyops and ACTO partner launched real-time HCP insights integration
- 2025: launched CxZone, the first AI-simulated role-play solution built exclusively for life sciences field professionals and integrated with Veeva Systems Promomats and Medcomms
- 2025: appointed former Johnson & Johnson president to its board of directors

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ACTO (page 2 of 3)

Products

Key agentic AI product(s)

Product/Platform name	Release year	Description
ACTO SuperAgents	2026	The first-ever role-based AI SuperAgents, purpose-built to orchestrate work for life sciences field teams.
Next-Gen LAICA	2025	The most intelligent and personalized AI knowledge assistant for pharma field teams.
LAICA RepAssist	2024	The first gen AI knowledge assistant built specifically for the life sciences industry.
LAICA	2022	The first AI-powered conversational assistant for life sciences learning.

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ACTO (page 3 of 3)

Use cases

Key use cases	Description / Illustrative case study	Use case progress
ACTO SuperAgents for Field Sales Representatives	Agentic field enablement capability supporting sales representatives with HCP objection handling, policy information retrieval, and clinical study reference access. Illustrative deployments indicate significant reduction in response and retrieval times, enabling reps to focus on judgment, strategy, and human connection rather than searching for information	Pilot Prod
ACTO SuperAgents for Medical Science Liaisons	Agentic MSL support capability enabling pre-call planning, scientific content retrieval, medical inquiry logging, adverse event governance support, interaction capture, and CRM write-back. The solution helps MSLs prepare using historical HCP interactions, medical inquiries, insights, and approved scientific content while keeping human review and compliance controls in the workflow	Pilot Prod
ACTO SuperAgents for Key Account Managers	Agentic key account management support capability providing account-specific knowledge retrieval, payer / formulary intelligence access, and compliant response generation. The solution supports KAMs in accessing relevant intelligence and generating accurate, context-aware outputs in high-value account moments	Pilot Prod
ACTO SuperAgents for Medical Device Field Sales Reps	Agentic field sales support capability for medical device teams, helping representatives access product knowledge, approved messaging, competitive intelligence, compliance-labeled responses, and in-call / post-call support. The capability also supports onboarding by helping new representatives ramp faster while enabling experienced reps to maintain clinical fluency	Pilot Prod

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Allego (page 1 of 3)

Overview

Company overview

Allego offers an AI-powered revenue enablement platform for life sciences commercial teams, supporting sales onboarding, coaching, content access, conversation intelligence, digital selling, and analytics. Its offerings help sales, marketing, enablement, and learning teams improve field readiness, reinforce compliant messaging, support buyer engagement, and drive commercial execution through AI-enabled role play, call insights, content discovery, and digital sales rooms.

Headquarters: Waltham, Massachusetts

Website: www.allego.com

Key leaders

- Yuchun Lee, Chief Executive Officer and Co-founder
- Erik Fowler, Chief Revenue and Operating Officer
- Mark Magnacca, President and Co-founder
- Andre Black, Chief Product Officer

Key clients

- Advanced Bionics
- Agilent Technologies
- Baxter
- Enovis

Key partnerships

- Matrix Achievement Group
- Microsoft
- Salesforce
- Seismic
- TSP
- Vodori

Recent deals/investments/announcements

- 2026: introduced Allego 9 with AI Deal Alerts, AI Deal Expert, Call Expert Chat, AI Mobile Note Taker, Conversation Intelligence for Regulated Industries, AI Document Creation SmartDocs, AI Expert Chat LiveApp, governance and approval workflows, and MCP API Server
- 2025: introduced agentic AI capabilities at Sales Success Summit 2025, including Live Dialog Simulator, AI lesson authoring agent, AI content discovery agents, FlexDocs enhancements, LiveApps marketplace, deal alerts, richer conversation intelligence, and automated Digital Sales Room creation

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Allego (page 2 of 3)

Products

Key agentic AI product(s)

Product/Platform name	Release year	Description
Allego Revenue Enablement Platform	NA	AI-powered revenue enablement platform that combines learning, content management, coaching, conversation intelligence, digital selling, and practical AI across customer-facing workflows.
Allego Agentic AI capabilities	2025	Suite of agentic AI capabilities for sales coaching, learning, and digital selling; it supports AI-guided seller readiness, content delivery, deal support, and revenue enablement workflows.
Allego Live Dialog Simulator	2025	AI role-play engine for practicing buyer conversations, objection handling, pitch delivery, and meeting scenarios with real-time feedback; it supports coaching and readiness workflows for customer-facing teams.
Allego AI lesson authoring agent	2025	AI agent for creating interactive courses and learning assets from existing materials; it supports enablement, training, onboarding, and product-launch education workflows.

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Allego (page 3 of 3)

Use cases

Key use cases	Description / Illustrative case study	Use case progress
Prepare HCP and payer conversations with AI role play	AI role-play enabled reps to rehearse adaptive conversations, objection handling, messaging rollouts, and hot-seat drills with AI scoring and instant feedback. Allego positioned this for pharma reps preparing for healthcare provider, hospital-system, and payer conversations.	Pilot Prod
Surface approved clinical and sales content in-field workflows	Generative AI search, AI recommendations, and approved content guidance surfaced answers, sales assets, talk tracks, and playbooks inside rep workflows. Governance controls removed expired content and synchronized approved repositories such as SharePoint, Google Drive, and Adobe Experience Manager (AEM).	Pilot Prod
Analyze field conversations for coaching and deal risk	Conversation Intelligence recorded and transcribed sales calls, searched for objections and competitor or pricing mentions, generated summaries and action items, and connected call signals to coaching, CRM context, buyer engagement, and deal risk views.	Pilot Prod
Create digital buyer and patient rooms	Digital sales rooms created secure, personalized spaces with content, messages, mutual action plans, and engagement data. Advanced Bionics integrated Digital sales rooms into its patient journey for lead nurturing after provider referrals.	Pilot Prod
Scale AI coaching for life sciences sales teams	Allego AI coaching is used to practice, receive feedback, and build confidence; Allego described AI virtual coaching as delivering real-time feedback instead of delayed manager review.	Pilot Prod
Sales content management and activation	Agent organizes, manages, and delivers approved content to field teams at the point of need	Pilot Prod
Digital sales rooms for HCP / account engagement	Buyer-centric digital environments where reps can share follow-up materials, resources, and content after meetings	Pilot Prod

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Caidera (page 1 of 3)

Overview

Company overview

Caidera provides an AI marketing compliance platform for life sciences teams working on regulated content, campaign creation, and medical, legal, and regulatory review. Its platform supports AI-assisted content creation, compliance review, approval workflows, audit trails, and multi-market campaign execution for pharma, medtech, and biotech teams. The platform includes Compliance Engine for AI-supported medical, legal, and regulatory review, and Content Studio for compliant content creation across channels and markets.

Headquarters: Berlin, Germany

Website: www.caidera.ai

Key leaders

- Daniel Fernau, Co-founder
- Max Sieg, Co-founder

Key clients

- Weleda
- Apogepha
- Bayer
- Gold Standard Diagnostics
- UEBE Medical
- Sysmex
- Bauerfeind
- Wöhler

Key partnerships

- Azure
- LlamaIndex
- Dr. Rösel Consult
- Nuna Digital
- Campana & Schott

Recent deals/investments/announcements

- 2026: listed Caidera as an AI agent platform for marketing compliance in life sciences in a DMEA 2026 marketplace profile, describing automation of MLR review and regulatory-compliant content creation for pharma, medtech, and biotech companies
- 2025: collaborated with LlamaIndex on a healthcare marketing AI case study and described a multi-agent AI system for data intelligence, compliant content creation, and compliance pre-screening
- 2025: completed a six-figure pre-seed funding round backed by business angels Alexander Birke, Prof. Dr. Rüdiger Zarnekow, Richard Gerstenberg, Dr. Benedikt Rechmann, and Kai Stubbe, with proceeds planned for development and sales hiring

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Caidera (page 2 of 3)

Products

Key agentic AI product(s)

Product/Platform name	Release year	Description
Compliance Engine	NA	AI-powered compliance review product for life sciences marketing; it uses specialized medical, legal, and regulatory AI agents, including Claims Agent, References Agent, Compliance Agent, Local Market Agent, and Global Regs Agent, to flag issues against defined rules and reference libraries.
Content Studio	NA	AI-powered content creation product for regulated life sciences content teams; it turns campaign ideas into emails, social posts, blogs, banners, landing pages, and other assets across channels, languages, personas, and markets, with Compliance Engine review built into the workflow.
Caidera AI Agent Platform	NA	End-to-end AI agent platform for marketing compliance in life sciences; it combines campaign strategy, content creation, compliance review, approval workflows, and traceable source documentation for pharma, MedTech, and BioTech teams.

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Caidera (page 3 of 3)

Use cases

Key use cases	Description / Illustrative case study	Use case progress
Automate first-pass MLR review	Compliance Engine supported medical, legal, and regulatory review by checking new or existing content against defined guidelines, references, and regulatory rules before human review. The workflow surfaced traceable findings and maintained audit-ready review records.	Pilot Prod
Validate medical claims against references	Claims Agent and References Agent checked promotional content against the company's reference library, flagged unsubstantiated efficacy statements, and checked dosage and indication accuracy. This supported MLR review and approved-claim governance.	Pilot Prod
Create multilingual and multi-market campaign assets	Content Studio adapted a single campaign idea across brand rules, personas, channels, and local markets, including email, web, LinkedIn, Instagram, blogs, banners, and landing pages. This mapped to product launch, marketing effectiveness, and field content workflows.	Pilot Prod
Support MedTech patient and HCP campaign production	Caidera supported Bauerfeind during a five-month pilot to create a pregnancy campaign, including campaign concepts, website guides, patient app content, banners, and social posts adapted for four markets and three target groups.	Pilot Prod

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CustomerInsights.ai (page 1 of 3)

Overview

Company overview

CustomerInsights.AI (CIAI) is a Platform-led Analytics-as-a-Service (PLAaaS) company built exclusively for the life sciences industry, delivering AI-powered commercial analytics through cloud-native platforms for pharmaceutical and BioTech organizations.

ciPARTHENON™, a commercial analytics cloud with 40+ ready-to-deploy applications, and ciATHENA, an agentic AI platform, enable organizations to accelerate insight generation, automate decision-making, and improve commercial performance across marketing, market access, sales, customer engagement, analytics, and IT.

Headquarters: Scottsdale, Arizona

Website: www.customerinsights.ai

Key leaders

- Abhay Jajoo, Founder and Chief Executive Officer
- Robin Varghese, Co-founder and Chief Operating Officer, Head of AI Research
- Ankit Chhabra, Chief Technology Officer

Key clients

~60% midsize biopharma, ~20% large pharma, ~20% emerging/small biopharma

Key partnerships

- Ambit
- Microsoft
- Salesforce

Recent deals/investments/announcements

- 2025: announced a Microsoft Azure-based incentive compensation solution for pharmaceutical sales organizations using Azure AI Foundry and Azure Machine Learning
- 2024: launched ciATHENA, a conversational agentic AI platform designed to accelerate commercial analytics across life sciences organizations

Recent awards and recognitions

- 2026: Winner, Artificial Intelligence Excellence Awards by Business Intelligence Group in Agentic AI Innovation category
- 2026: Sample Vendor, Gartner – Agentic Analytics for Life Sciences
- 2026: Pharmaceutical Management Science Association (PMSA) Recognition – Advanced Machine Learning and Deep Learning
- 2026: Entrepreneur Magazine IDEA Awards – ciATHENA: Most Impactful AI Program; ciPARTHENON™: Best Customer Insights Platform
- 2026: featured, SiliconIndia Magazine – Top AI-Driven Analytics for Life Sciences 2026
- 2025: featured, Inc. 5000 – Fastest Growing Companies

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CustomerInsights.ai (page 2 of 3)

Products

Key agentic AI product(s)

Product/Platform name	Release year	Description
ciATHENA	2024	ciATHENA is CustomerInsights.AI's agentic AI platform built specifically for life sciences commercial operations. Powered by a multi-agent architecture, it continuously analyzes commercial signals, identifies emerging opportunities and risks, explains business drivers, and delivers contextual, actionable recommendations in real time. By combining conversational AI, advanced analytics, and embedded Life Sciences expertise, ciATHENA enables users to interact with data using natural language and transform complex analytics into proactive, explainable, and decision-centric intelligence.
ciPARTHENON™	2018	ciPARTHENON™ is CustomerInsights.AI's cloud-native Commercial Analytics Platform purpose-built for the life sciences industry. It unifies fragmented commercial data, workflows, and analytics into a single intelligence ecosystem, enabling organizations to improve decision-making across patient analytics, payer analytics, sales operations, market access, forecasting, omnichannel engagement, and commercial operations. With 40+ pre-built applications and a no-code, multi-tenant architecture, ciPARTHENON helps life sciences organizations accelerate time-to-insight, reduce operational complexity, and drive commercial excellence at scale.

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CustomerInsights.ai (page 3 of 3)

Use cases

Key use cases	Description / Illustrative case study	Use case progress
InsightsAI	Autonomous commercial insights layer that continuously analyzes refreshed datasets and surfaces role-specific insights without reliance on static dashboards.	Pilot Prod
Market Mix Modeling (MMM)	Agentic MMM capability that continuously evaluates marketing performance, explains ROI drivers, and recommends budget reallocations based on evolving campaign signals.	Pilot Prod
Favorable Access Scoring and Targeting (FAST)	Agentic access intelligence capability that dynamically prioritizes geographies, accounts, and HCPs based on payer access signals and formulary dynamics.	Pilot Prod
PatientIQ	Agentic patient intelligence capability analyzing longitudinal claims data to identify opportunity segments, treatment pathways, and evolving patient populations.	Pilot Prod
AccessIQ	Agentic patient-level access intelligence capability transforming pharmacy claims and payer signals into actionable access insights.	Pilot Prod
Integrated MR insights engine	Persistent intelligence layer synthesizing historical market research and secondary data into a continuously expanding institutional knowledge base.	Pilot Prod
Anomaly detection (IRIS)	Agentic monitoring capability identifying unusual patterns and deviations across commercial datasets to detect risks and performance shifts.	Pilot Prod
Data stewardship	Agent-assisted commercial data governance capability, monitoring data quality, lineage, and consistency across ingestion pipelines.	Pilot Prod
Payer spine	Agentic payer intelligence backbone that unifies payer, PBM, and channel relationships into a continuously updated data framework.	Pilot Prod
KOL identification	Agentic KOL intelligence capability identifying and ranking key opinion leaders across publications, clinical activity, and influence networks.	Pilot Prod
Launch navigator	Agentic launch orchestration capability assessing market readiness, competitive signals, and access dynamics to guide launch execution.	Pilot Prod

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Exeevo (page 1 of 3)

Overview

Company overview

Exeevo offers cloud-based CRM, customer engagement, and commercial operations solutions for pharmaceutical, biotechnology, and medical device organizations. Built on Microsoft technologies, its platform supports sales, marketing, medical affairs, and service teams with AI-enabled CRM, engagement workflows, assistants, and automation to improve commercial execution and customer engagement across life sciences.

Headquarters: New York, New York

Website: www.exeevo.com

Key leaders

Ludovic Petit, Chief Executive Officer

Key clients

- Sanofi China
- Daiichi Sankyo
- Chinese Pharma

Key partnerships

- Microsoft Azure
- Google

Recent deals/investments/announcements

- 2026: announced appointment of Ludovic Petit as Chief Executive Officer
- 2025: appointed Dan Angel as Sales Director to support commercial growth initiatives
- 2025: appointed Sam Rolfe as Sales Director, EMEA, to support expansion across the region
- 2025: announced Exeevo Mobile CRM Winter 2025 release with AI-driven intelligence and planning enhancements for pharmaceutical commercial teams
- 2025: announced new AI-enabled mobile CRM field representative enhancements to support commercial execution and customer engagement workflows

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Exeevo (page 2 of 3)

Products

Key agentic AI product(s)

Product/Platform name	Release year	Description
Nova / Ask-Nova AI agent	2025	AI agent capability for regulated life sciences field teams; it supports field execution, HCP engagement planning, CRM workflows, territory decisions, and field productivity through AI-powered intelligence and real-time customer insights.
Exeevo Life Sciences CRM / Omnipresence	NA	AI-powered life sciences CRM and customer engagement platform built on Microsoft Dynamics 365, Azure, Power Platform, Outlook, and Teams; it unifies sales, marketing, medical, service, events, content management, customer insights, marketing automation, and patient engagement workflows.
Exeevo Mobile CRM AI capabilities	2025/2026	AI-enabled mobile CRM capabilities for pharma field teams, including call reporting support, CRM task automation, customer insights, next-best-action support, lead / opportunity scoring, and field productivity improvement.

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Exeevo (page 3 of 3)

Use cases

Key use cases	Description / Illustrative case study	Use case progress
Compliant call transcription	Nova listens in real-time during physician visits (with consent) and produces a compliant, structured transcript of the interaction.	Pilot Prod
Post-call report drafting	After a visit, reps narrate a brief voice summary to Nova. Nova generates a structured call report draft mapped to CRM fields, eliminating manual data entry.	Pilot Prod
Sentiment analysis and coaching	Nova analyzes call transcripts to detect HCP sentiment (positive, neutral, and negative) and surfaces coaching tips to help reps improve future engagement quality.	Pilot Prod
Market data analysis	Nova answers natural language queries about territory performance, prescriber trends, and decliner identification, drawing on pre-processed IQVIA/SHS/DDD data.	Pilot Prod
Geo-location HCP targeting	Nova identifies high-priority HCPs near the rep's current location, factoring in target tier, visit recency, and call plan, enabling opportunistic field visits.	Pilot Prod
Medical information access	Nova provides reps and MSLs with on-demand access to approved product FAQs, therapeutic area content, clinical trial data, and published literature.	Pilot Prod
Custom agent configuration	Client organizations can configure purpose-built agents for their specific workflows (for example, patient support programs, congress follow-up, and KOL mapping) using Nova's agent framework.	Pilot Prod

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Impiricus (page 1 of 3)

Overview

Company overview

Impiricus offers an AI-powered HCP engagement platform that connects healthcare professionals with pharmaceutical and life sciences resources through real-time communication channels. The platform supports brand, sales, medical affairs, market access, market research, and clinical trial teams with HCP messaging, digital wallet resources, field-force connection, and market feedback workflows. Impiricus offers this through its Ascend, an agentic AI delivery platform that uses fine-tuned agents and data pipelines to route HCPs to pharma representatives and resources.

Headquarters: Atlanta, Georgia

Website: www.impiricus.com

Key leaders

- Dr. Osama Hashmi, Chief Executive Officer and Co-founder
- Sandy Donaldson, Chief Strategy Officer and Co-founder
- Mike Gelber, Chief Product Officer

Key clients

- Pfizer
- Regeneron
- Amgen

Key partnerships

CMI Media Group

Recent deals/investments/announcements

2026: announced integrations with QPharma and Medvantx

2025: launched Impiricus Ascend, an AI-powered communication platform that uses fine-tuned AI agents and secure tokenized data pipelines to connect physicians with pharma resources

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Impiricus (page 2 of 3)

Products

Key agentic AI product(s)

Product/Platform name	Release year	Description
Impiricus Ascend	2025	An AI-powered communication platform for physician-pharma engagement; it uses fine-tuned AI agents and secure, tokenized data pipelines to connect physicians with pharma representatives, samples, treatment information, order assistance, dosing calculators, and patient resources.
Impiricus HCP Engagement Engine	NA	AI-powered HCP engagement platform connecting opted-in physicians with life sciences resources across field, brand, medical affairs, market access, market research, and clinical trial workflows; it uses HCP interaction data and frontline insights to support targeted, physician-preferred engagement.

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Impiricus (page 3 of 3)

Use cases

Key use cases	Description / Illustrative case study	Use case progress
Extend field-force coverage to white-space HCPs	Ascend enabled physicians to connect with representatives in real time and access a medical science liaison or request samples through a secure mobile platform. This supported sales-force engagement and medical-affairs access workflows.	Pilot Prod
Route HCPs to pharma representatives and MSLs	Ascend enabled physicians to connect with representatives in real time and access a medical science liaison or request samples through a secure mobile platform. This supported sales-force engagement and medical affairs access workflows.	Pilot Prod
Deliver on-demand treatment and patient resources	Ascend provided immediate access to samples, treatment information, order assistance, dosing calculators, and patient resources. This supported HCP engagement, patient support, and market access workflows.	Pilot Prod
Support mature brand engagement with digitally naïve physicians	A pharmaceutical company used Ascend to reach digitally naïve physicians for a mature brand. The engagement was tied to field-force amplification and HCP access to pharma resources.	Pilot Prod
Deliver payer and patient access resources through HCP workflows	Impiricus supported market access workflows by promoting HCP awareness of insurance coverage, financial assistance, drug efficacy, safety, and patient resources through digital wallet cards.	Pilot Prod
AI-powered HCP engagement orchestration	Delivered relevant pharma resources to physicians through real-time channels, reducing irrelevant promotional noise and improving HCP access to brand/resource information.	Pilot Prod
Personalized physician communication	Used for AI and physician-level data infrastructure to tailor outreach based on HCP needs, preferences, and context.	Pilot Prod
Compliant content delivery to HCPs	Delivery of pharma-approved resources is supported to physicians through digital communication channels.	Pilot Prod
HCP response capture and action routing	Impiricus described campaigns where actions can be taken from physician text engagement; commercially, this can support routing requests, follow-ups, or content needs back into brand/sales workflows.	Pilot Prod

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Improzo (page 1 of 4)

Overview

Company overview

Improzo is redefining life sciences commercialization as an AI execution accelerator company. By deploying domain-trained agents and modular iZO™ accelerators inside the systems pharma companies already own, Improzo empowers commercial, medical, and compliance teams to automate complex workflows and unify data silos. Achieve rapid, compliant execution without adding another SaaS platform or enduring a costly IT rip-and-replace transformation.

Headquarters: Cambridge, Massachusetts

Website: www.improzo.com

Key leaders

- Inderpreet Kambo, Co-founder and Chief Executive Officer
- Abhishek Trigunait, Co-founder and Chief Product and Technology Officer
- Jane Urban, Chief Data and Analytics Officer

Key clients

NA

Key partnerships

- Guidehouse
- Snowflake
- Enkrypt AI
- AWS
- Deepgram
- IQVIA

Recent deals/investments/announcements

- 2026: won AI Impact of the Year and AI Trailblazer of the Year Awards at DEA Boston
- 2026: presented the iZO™ Connected App and Agents at the Snowflake Summit in San Francisco
- 2025: announced the iZO™ Agentic Application Layer designed to integrate with existing pharmaceutical commercial technology stacks and provide reusable agents for governed insights, workflow automation, reporting, and operational excellence
- 2025: expansion of its domain-trained AI accelerator portfolio focused on commercial operations, customer engagement, AI-driven analytics, digital health solutions, and compliance reporting

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Improzo (page 2 of 4)

Products

Key agentic AI product(s)

Product/Platform name	Release year	Description
iZO™ Voice to Field Intelligence	2026	The solution enables sales reps to capture field interactions through free-form speech. It transcribes spoken input, generates summaries, identifies relevant commercial intents and entities, classifies information into predefined categories, and auto-populates structured CRM fields with minimal manual intervention.
iZO™ Call Plan Agent	2026	The agent supports call plan by recommending HCP targets, call frequency, and coverage priorities based on business rules, historical engagement, and territory objectives, while generating structured plans and planning dashboards for review.
iZO™ Segmentation and Targeting Agent	2026	The agent analyzes HCP profile and sales performance data to identify high-value prescribers, growth opportunities, and priority accounts. It generates target scores, priority tiers, and recommended engagement levels, helping commercial teams focus field activities on the most impactful HCPs while supporting targeting, call planning, and territory execution decisions through dashboards and actionable insights.
iZO™ Training Platform	2026	The platform orchestrates role-based enablement by ingesting assessment and usage signals, generating guided responses and prompt recommendations, scoring performance, identifying knowledge gaps, recommending next learning modules, and monitoring adoption progression across users and teams.
iZO™ KOL Intelligence Agent	2026	The agent ingests fragmented KOL/OL/DL data from internal and external sources, resolves and organizes stakeholder profiles, applies configured prioritization logic, and surfaces ranked, evidence-linked outputs for MSL planning, account preparation, and leadership visibility into coverage.
iZO™ MSL Summary Agent	2026	The agent supports pre-visit research preparation, in-field and post-interaction note capture, structured extraction of topics, sentiment, intent, and follow-ups, and retrieval-grounded summary generation with source-linked evidence.
iZO™ Medical Next Best Action Agent	2026	The agent consumes structured interaction data, summaries, prior context, and configured business rules to generate rule-based next-best-action recommendations, route follow-up items, track whether recommended actions were accepted, monitor downstream outcomes, and provide leadership with governed visibility into MSL activity, coverage, and impact.

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Improzo (page 3 of 4)

Products

Key agentic AI product(s)

Product/Platform name	Release year	Description
iZO™ Forecasting Agent	2026	The agent supports epidemiology-based, top-down, bottom-up, time-series, ARIMA/SARIMA, and event-based forecasting through a governed workflow that ingests portfolio inputs, selects an appropriate modeling method, generates outputs rapidly, and enables review/comparison, approval, export, version control, and audit-ready documentation.
iZO™ Field Expense Compliance & Fraud Detection Agent	2026	The agent ingests expense, grant submission, activity, finance, card, receipt, and reference data; standardizes and enriches records; applies a governed rules engine for Sunshine Act, AKS, FCPA, grant governance, and client policy checks; combines this with ML-based anomaly detection and NLP/OCR-based review signals; generates risk scores, flags suspicious claims and grant requests, routes items for review, and supports dashboards and executive reporting for transparent, actionable compliance monitoring.
iZO™ Medical Affairs Insights Engine	2025	The product transforms structured and unstructured MSL notes into verifiable, actionable insights through a governed multi-task pipeline. It extracts physician positions with supporting verbatim evidence, classifies key concerns and topic tags, and generates structured insight candidates for review, enabling Medical Affairs leadership to identify trends and take informed action.
iZO™ BD&L Opportunity Scouting Agent	2025	The solution orchestrates multiple agents across a human-in-the-loop workflow: Discovery Agent (opportunity monitoring), Market Intel Agent (news/partnership/competitor tracking), Validation Agent (cross-checking, data quality, conflict detection), Analysis Agent (endpoint extraction, market sizing, IP/risk evaluation), and Scoring Agent (multi-factor scoring against historical deals). Outputs are surfaced in dashboard form to accelerate review, prioritization, and leadership decision-making.
iZO™ Prompt-to-Dashboard Agent	2025	The agent interprets user prompts, maps them to governed business metrics and available data models in the commercial warehouse, recommends and generates dashboard structures, and supports reusable prompt patterns through a developing domain-specific prompt library.
iZO™ Executive Reporting Agent	2025	The agent consumes governed KPI and workflow data from commercial warehouses, detects relevant changes and performance patterns, generates executive-ready summaries and narratives, and supports role-based reporting views for commercial and medical affairs leadership.

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Improzo (page 4 of 4)

Use cases

Key use cases	Description / Illustrative case study	Use case progress
Automated field note capture and CRM auto-population for pharma sales reps	Captures field interactions through free-form speech, transcribes and summarizes the interaction, extracts relevant intents and entities, classifies content into predefined categories, and auto-populates structured CRM fields for rep review and confirmation; reduces rep burden, speeds field reporting, and improves CRM standardization and data completeness.	Pilot Prod
KOL/OL/DL identification and prioritization for MSL planning	Identifies and prioritizes KOLs/OLs/DLs from fragmented internal and external data sources, organizes ranked stakeholder views for engagement planning, and gives leadership clearer visibility into stakeholder coverage; supports account preparation and sharper MSL focus on the right experts.	Pilot Prod
Rule-based Next-best-action (NBA) orchestration for MSL follow-up and leadership visibility	Generates rule-based next-best actions after MSL interactions, routes follow-up items, tracks whether actions were accepted, and monitors downstream outcomes; gives leadership governed visibility into execution, coverage, and impact.	Pilot Prod
Structured insight generation from unstructured MSL notes	Transforms unstructured MSL notes into structured, evidence-grounded outputs by extracting physician position with supporting evidence, classifying issues and topic tags, and generating organized insight candidates for review, routing, and response support; reduces manual note review effort while improving consistency and structure in Medical Affairs insight generation.	Pilot Prod
Executive KPI reporting and narrative summarization for commercial / medical affairs leadership	Converts governed KPI and workflow data into role-based summaries, surfaces performance changes and anomalies, and highlights action-relevant trends for leadership review and decision support; improves executive visibility without relying on manual interpretation of dashboards alone.	Pilot Prod
Prompt-driven dashboard creation for life sciences commercial and medical affairs reporting	Interprets bounded natural language prompts, maps prompt intent to governed metrics, structures dashboard components, and generates dashboard-ready reporting views; speeds reporting creation while keeping outputs tied to controlled business logic.	Pilot Prod
Intelligent field expense and grant management to meet compliance	Unifies fragmented spend, expense, and grant data to automate rigorous compliance monitoring against key regulations such as the Sunshine Act, AKS, and FCPA, and client policy checks; by combining ML anomaly detection with automated risk scoring, it eliminates manual oversight and provides executive leadership with transparent, real-time risk visibility to prevent costly compliance violations.	Pilot Prod

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Infinitus (page 1 of 4)

Overview

Company overview

Infinitus is the largest and most experienced agentic healthcare communications platform, safely automating administrative and clinically adjacent conversations at scale across patients, payors, and providers. Since 2019, we have successfully automated 100+ million minutes of conversation across 8+ million calls (representing 130+ million distinct conversational turns) running multiple AI agents within complex healthcare environments. Infinitus is trusted by 8 of the top 10 pharmaceutical manufacturers and 44% of the Fortune 50 to deploy healthcare AI in production, supporting 125,000+ providers and 1,000+ therapies and procedures.

Headquarters: San Francisco, California

Website: www.infinitus.ai

Key leaders

- Ankit Jain, Chief Executive Officer and Co-founder
- Shyam Rajagopalan, Chief Technological Officer and Co-founder
- Guru Ramanathaiah, Engineering Lead
- Brendan Foley, Product Lead

Key clients

- Amgen
- Cencora
- Neovance
- Mercalis

Key partnerships

- Accenture
- Cisco
- Deloitte
- Google Cloud
- IBM
- Salesforce

Recent deals/investments/announcements

- 2026: launched agentic AI suite for health plan member services
- 2026: launched Infinitus Studio, first healthcare-specific no-code AI agent builder
- 2026: launched Infinitus Lens, first conversational insights engine to evaluate every healthcare interaction across both AI agents and human teams
- 2025: launched first trusted patient- and provider-facing voice AI agents for healthcare
- 2025: launched direct-to-patient agentic AI suite to help pharmaceutical companies with DTP transformation
- 2025: launched Model Context Protocol (MCP) server to bring standardized AI interoperability to healthcare
- 2025: named to Fast Company's World's Most Innovative Companies of 2025
- 2025: named to the 2025 CB Insights list of 50 most promising digital health start-ups
- 2025: launched next-generation clinical AI agents for patient-facing conversations
- 2024: named a Great Place to Work for the fourth consecutive year
- 2024: named a 2024 Silver Stevie Award winner for healthcare technology excellence
- 2024: added John Driscoll, Senior Advisor at Walgreens Boots Alliance and EQT Group, to the Board of Directors
- 2024: announced US$51.5 million Series C funding from Andreessen Horowitz, Kleiner Perkins, Coatue, Google Ventures, and Memorial Hermann Health System2024: AI co-pilot FastTrack™ entered general availability

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Infinitus (page 2 of 4)

Products

Key agentic AI product(s)

Product/Platform name	Release year	Description
Agentic AI member services suite	2026	Suite of agentic AI tools designed specifically to transform payor member communications across inbound and outbound calls, as well as across the entire member journey (including areas such as member onboarding, intelligent triage, administrative self-service, and care navigation).
Infinitus Studio	2026	First healthcare-specific no-code AI agent builder that enables users to design and deploy AI agents without needing to know how to code; with Infinitus Studio, users can build agents that are 40% more accurate than those built manually – and deploy them 90% faster; Infinitus Studio dramatically reduces implementation timelines from months to days by enabling teams to build, deploy, and refine agents using natural language with the guardrails, compliance, and real-world reliability required by healthcare.
Infinitus Lens	2026	First-of-its-kind conversation insight engine within the Infinitus platform designed to provide evaluation of and insight into every healthcare interaction across both AI agents and human teams; Infinitus Lens transforms unstructured audio or text into structured, actionable data through several key features: 100% coverage with automated SoP and compliance scoring, Adverse Event (AE) and Product Complaint (PC) detection, precision evidence-based coaching, and program-level insights.
Patient- and provider-facing voice AI agents for healthcare	2025	Infinitus patient-facing AI agents enable healthcare organizations to create new touchpoints and automate routine ones, ensuring that patients receive the right information at the right time and in the way they prefer to be engaged, including after hours and on weekends. Their provider-facing agents simplify care coordination and save time, ensuring that the appropriate clinical documentation, signatures, or approvals are submitted, preventing delays and improving patient access to therapies. These AI agents can also keep providers informed about treatments and policies, helping to keep therapies top of mind.
Next-generation clinical AI agents	2025	Next generation of clinical AI agents for patient-facing conversations built with clinical awareness, empathy, and safety at their core; its clinical AI agents provide an intelligent, empathetic, and secure solution for healthcare organizations to augment their care teams through patient education, care management, health risk assessments, and more.
Direct-to-patient (DTP) agentic AI suite	2025	Direct-to-patient agentic AI suite to help pharmaceutical companies with DTP transformation; this agentic communication suite combines proactive outreach, real-time pricing and benefit transparency, and ongoing engagement to deliver a seamless, consumer-like patient experience in a highly regulated environment.
MCP server: bringing standardized AI interoperability to healthcare	2025	Enables AI agents to reliably communicate with healthcare systems (via existing Application Programming Interface (APIs) and data flows), unlocking automation in time-sensitive workflows, such as benefit verification, prior authorization, and appeals follow-up.
Patient- and provider-facing voice AI agents for healthcare	2025	Infinitus patient-facing AI agents enable healthcare organizations to create new touchpoints and automate routine ones, ensuring that patients receive the right information at the right time and in the way they prefer to be engaged, including after hours and on weekends. Their provider-facing agents simplify care coordination and save time, ensuring that the appropriate clinical documentation, signatures, or approvals are submitted, preventing delays and improving patient access to therapies. These AI agents can also keep providers informed about treatments and policies, helping to keep therapies top of mind.

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Infinitus (page 3 of 4)

Use cases

Key use cases	Description / Illustrative case study	Use case progress
Medical BV	Outbound voice agent to payers to verify a patient's medical coverage, benefits, and cost-share for a specific drug or service.	Pilot Prod
PBM BV	Outbound voice agent to pharmacy benefit managers to verify a patient's pharmacy coverage, benefits, and cost-share for a specific medication.	Pilot Prod
Chained BV	Outbound voice agent to payers to verify both medical and pharmacy benefits for a patient in a chained transaction.	Pilot Prod
PA status/appeals check and follow-up	Outbound voice agent to payers to check PA requirements and follow up on the status of a pending prior authorization or appeal.	Pilot Prod
Formulary exception	Outbound voice agent to payers to check the status of a formulary exception request and confirm the submission process if one has not yet been filed.	Pilot Prod
Bridge eligibility	Outbound voice agent to manufacturers or payers to verify a patient's eligibility for a bridge supply program.	Pilot Prod
Claims status	Outbound voice agent to payers to check the status and adjudication details of a submitted claim.	Pilot Prod
Prescription transfer	Outbound voice agent to a pharmacy to transfer a patient’s prescription to another preferred pharmacy.	Pilot Prod
Prescription savings	Outbound voice agent to pharmacies for applying a discount card to a patient’s prescription, so that the patient can pay a lower cost.	Pilot Prod
Health risk assessment	Inbound and outbound voice agents to patients to support mandatory health risk assessment questionnaire collection.	Pilot Prod
Medical insurance discovery	Outbound voice agent to payers to identify and verify a patient's active medical insurance when plan information is unknown.	Pilot Prod
PBM discovery	Outbound voice agent to payers to identify and verify a patient's active pharmacy benefit manager and plan details	Pilot Prod
Chronic Condition Special Needs Plan (C-SNP) attestation	Outbound voice agent to providers to confirm the correct fax number for chronic condition attestation form delivery	Pilot Prod

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Infinitus (page 4 of 4)

Use cases

Key use cases	Description / Illustrative case study	Use case progress
Member consent	Inbound and outbound voice agents to patients to capture verbal consent for services, enrollment, or data sharing.	Pilot Prod
Provider scheduling	Outbound voice agent to provider offices to schedule or confirm patient appointments.	Pilot Prod
Provider directory confirmation	Outbound voice agent to provider offices to verify and update directory information such as address, fax, and network status.	Pilot Prod
InboundtTriage	Inbound voice agent to handle customer support calls, either resolving or routing patients/members to the appropriate team/resource.	Pilot Prod
Missing information	Outbound voice agent to provider offices to collect missing information when documentation is submitted.	Pilot Prod
Appointment reminders	Outbound voice agent to patients to confirm upcoming appointments or initiate rescheduling.	Pilot Prod
Transition of care	Outbound voice agent to patients or providers to support care coordination and follow-up following a hospital discharge or change in care setting.	Pilot Prod
Infinitus lens	Conversation insight engine to evaluate every healthcare interaction across both AI agents and human teams.	Pilot Prod
FastTrack medical and PBM BI/BV	AI co-pilot to facilitate bypassing of tedious Interactive Voice Response (IVR) systems and hold times for major medical and PBM BI/BV transactions.	Pilot Prod
FastTrack claims	AI co-pilot to facilitate bypassing of tedious IVR systems and hold times for claims transactions.	Pilot Prod
FastTrack prior auth	AI co-pilot to facilitate bypassing of tedious IVR systems and hold times for prior authorization transactions.	Pilot Prod

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IQVIA (page 1 of 3)

Overview

Company overview

IQVIA is a global life sciences data, analytics, technology, and clinical research services provider serving pharma, BioTech, MedTech, and healthcare organizations. Its commercial solutions combine healthcare data, analytics, consulting, and AI-enabled applications to support commercial strategy, HCP and patient engagement, brand performance, launch planning, market access, and real-world evidence workflows. IQVIA is expanding its agentic AI capabilities through IQVIA.ai and life sciences-specific AI agents for use cases such as field-force optimization, commercial planning, market insights, and workflow automation.

Headquarters: Durham, North Carolina

Website: www.iqvia.com

Key leaders

- Ari Bousbib, Chairman and Chief Executive Officer
- Alistair Grenfell, President Commercial Solutions
- Bernd Haas, Executive Vice President AI and Technology Solutions
- Mike Fedock, Executive Vice President and Chief Financial Officer

Key clients

- AstraZeneca
- Novartis
- Sanofi
- Pfizer
- Roche
- Bayer
- Lilly
- GSK

Key partnerships

- AWS
- Databricks
- NVIDIA
- Salesforce
- Snowflake
- Veeva Systems

Recent deals/investments/announcements

- 2026: unveiled IQVIA.ai, a unified agentic AI platform powered by NVIDIA to improve efficiency and decision-making across life sciences
- 2026: IQVIA and Boehringer Ingelheim announced strategic long-term global commercial data foundation transformation collaboration
- 2026: named to the Fortune World's Most Admired Companies list, ranked No.1 in its section for the fifth consecutive year
- 2025: IQVIA and Veeva Systems announced long-term clinical and commercial partnerships and resolution of all disputes
- 2025: IQVIA and NVIDIA collaborated to transform healthcare and life sciences through advanced agentic AI solutions
- 2025: announced strategic collaboration with AWS, naming AWS as preferred agentic cloud provider to power next-generation AI platforms
- 2025: launched new AI agents for life sciences and healthcare
- 2025: won the 2025 MedTech Breakthrough Award for Best Mobile App for Patient Engagement

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IQVIA (page 2 of 3)

Products

Key agentic AI product(s)

Product/Platform name	Release year	Description
IQVIA Global Market Insights Agent	2025	Deep access to proprietary IQVIA data combined with orchestrated workflows that natively blend structured and unstructured data.
IQVIA Field Force Agent	2025	Real-time integration with CRM and OneKey, delivering personalized, compliant next-best actions and insights directly in the rep's workflow.
New use cases launching here	2025	Please view IQVIA.ai web page and scroll to the middle of the page for the AI Agents and Connector module to view the Commercialization Agents located here IQVIA.ai Platform.

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IQVIA (page 3 of 3)

Use cases

Key use cases	Description / Illustrative case study	Use case progress
Generative AI-enabled reporting programs for a top 10 pharma company	A top 10 global pharma client was unable to provide fast, actionable, and personalized insights due to the use of multiple tools, such as PowerPoint, Qlik, and Excel, and the requirement for 50+ people to maintain legacy reports. IQVIA developed a fully integrated (alerts and reporting), client-hosted solution across Europe and Asia that delivered an automated, standardized, and personalized reporting solution with a single source of truth for all reporting, insights, and recommendations, including digestible and actionable insights, combining pre-approved KPIs and generative AI-powered KPIs generated on the fly, with faster performance.	Pilot Prod
Co-planner AI assistant to help marketing teams optimize commercial engagement campaigns at a midsize pharma company	IQVIA developed and deployed a gen AI-powered virtual agent leveraging CRM data that analyzes and summarizes information, providing actionable insights to field teams and highlighting key information. The solution provides recommendations for key messages, channels, and content based on historical interactions and preferences. It optimizes schedules to suggest the best times to contact HCPs and automates administrative tasks. IQVIA also deployed a program-level dashboard to monitor and optimize utilization, question mix, and response quality. The results demonstrate a 27%-time savings for field representatives in HCP call preparation and follow-up, 85% field representative satisfaction with the quality of HCP insights generated and the tool's ease of use, and 20% more multichannel touchpoints made by field representatives piloting the tool compared with those who did not.	Pilot Prod
AI assistant for sales reps and KAMs at a midsize pharma company	IQVIA deployed a gen AI-powered virtual assistant to enable marketing teams to optimize their commercial engagement campaigns. The solution leveraged digital twin technology to build HCP personas according to the client's target list and identify the best messages and journeys across different segments. It was built to consider all elements of campaign management, including budget, sales-force size, campaign objectives, and channels. The results included reduced time spent planning campaigns, improved engagement across channels, and boosted HCP satisfaction across campaigns.	Pilot Prod

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Kore.ai (page 1 of 3)

Overview

Company overview

Kore.ai provides an enterprise agentic AI platform and pre-built AI applications for customer service, employee productivity, and process automation. Its no-code and pro-code tools support the development, deployment, orchestration, and governance of AI agents across enterprise workflows. For life sciences commercial, Kore.ai is most relevant to use cases such as patient and customer support, contact center automation, field and commercial knowledge search, service request handling, and workflow automation. The platform is designed to integrate across enterprise systems, channels, data sources, cloud environments, and AI models.

Headquarters: Florida San Mateo, California

Website: www.kore.ai

Key leaders

- Raj Koneru, Founder and Chief Executive Officer
- Prasanna Arikala, Chief Technology Officer
- DK Sharma, President and Chief Operating Officer
- Peter Wulfraat, Chief Revenue Officer
- Uma Sandilya, Chief Growth Officer
- David Schreffler, Chief Revenue Officer International
- Madhu Ranganathan, Chief Financial Officer Advisor
- Cathal McCarthy, Chief Strategy Officer
- Peter Mullen, Chief Marketing Officer

Key clients

- Lilly
- Pfizer
- Roche
- Johnson and Johnson
- Siemens
- Teva

Key partnerships

- AWS
- Cognizant
- NTT Data
- EY
- Inception
- Gulf Edge
- Microsoft
- Mphasis
- PWC
- TCS

Recent deals/investments/announcements

- 2026: launched Artemis, the AI-programmable new generation of the Kore.ai Agent Platform, introducing Agent Blueprint Language (ABL), dual-brain architecture, and multi-agent orchestration capabilities for enterprise AI systems
- 2026: established Bay Area headquarters in San Mateo and expanded executive leadership to support enterprise AI growth and ecosystem partnerships
- 2026: Gulf Edge and Kore.ai partnered to accelerate AI-first transformation
- 2026: secured strategic investment from AllianceBernstein Private Credit Investors to scale the next phase of agentic enterprise AI
- 2026: opened new office in Dubai, UAE
- 2025: Kore.ai selected as launch partner for Microsoft Agent 365

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Kore.ai (page 2 of 3)

Products

Key agentic AI product(s)

Product/Platform name	Release year	Description
Agent platform	2026	Artemis is Kore.ai's AI-programmable platform for the agentic enterprise, providing the foundation for building, deploying, and managing enterprise-grade AI agents with certainty. It is powered by Agent Blueprint Language (ABL), a purpose-built language for defining, governing, and orchestrating agent behavior across the spectrum. Combined with Arch AI, a multi-agent system that drives the end-to-end agent lifecycle from design through continuous production optimization, and a dual-brain runtime architecture that unifies reasoning and deterministic processing, Artemis enables reliable, scalable, and governed agent operations for complex, high-volume, and regulated enterprise environments.
	2024	AI for service: a conversational and service automation framework that integrates agentic AI, multi-modal NLP, and real-time adaptive reasoning to handle customer interactions on multiple voice and digital channels synchronously or asynchronously; it supports intent-driven automation, real-time AI agent augmentation, and hierarchical task delegation, ensuring scalable, omnichannel self-service experiences.
	2024	AI for work: an enterprise productivity AI framework that enhances workforce efficiency by leveraging context-aware AI agents for enterprise knowledge retrieval, automating task execution, and workflow optimization; it enables semantic reasoning, cross-application orchestration, and structured decision intelligence across business functions.
	2024	AI for process: a process intelligence and workflow automation suite that leverages AI-driven process mining, cognitive task modeling, and reinforcement learning to optimize execution paths, manage dynamic exceptions, and enforce compliance-driven process automation; it enables AI agents to autonomously adapt workflow execution based on real-time data and predictive analytics.
	2023	An enterprise-grade multi-agent orchestration infrastructure for developing, deploying, and managing sophisticated agentic applications at scale; building on a decade of proven AI innovation, the platform empowers businesses to create and coordinate AI agents with customizable autonomy, from guided agents to fully autonomous systems, enabling enterprises to create tailored solutions to business needs.
AI agent marketplace	2024	Accelerates AI adoption by providing a catalog of pre-built AI agents, integrations, and templates that reduce development effort and speed up deployment of enterprise AI solutions.
AI for heathcare	2023	AI for healthcare is a pre-built agentic AI application designed for healthcare providers, payers, and life sciences organizations. It automates patient engagement, service support, and operational workflows through AI agents that integrate with healthcare systems, enabling personalized patient experiences, streamlined operations, and improved care delivery at enterprise scale.

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Kore.ai (page 3 of 3)

Use cases

Key use cases	Description / Illustrative case study	Use case progress
End-to-end patient assistance	Patients receiving health reminders, medicine-specific information, onboarding patients (post market surveillance) of devices/therapeutic drug interventions, personalized product usage information, and FAQs	Pilot Prod
Healthcare provider communication and medical information access	Caregiver Governance, Risk, and Compliance(GRC) reporting; collaboration on medical information, including clinical content, drug interactions, scheduling appointments with medical affairs, and FAQs	Pilot Prod
Patient support through contact center	Call center patient support agents assist patients and the agents in care coordination, for example, assisting with access to patient or provider/physician medical/product usage information and guidance, including FAQs	Pilot Prod
Adverse event reporting and compliance workflows	Employees' GRC reporting, drug interactions, adverse events automated detection, sales reps work links, scheduling requests via HCP desk, and HR activities, coordinating staff/facility conversations, and FAQs	Pilot Prod

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Lithero (page 1 of 3)

Overview

Company overview

Lithero provides AI software for life sciences marketing teams to automate commercial content workflows and compliance review. Its AI agents support approved claims library creation, claims validation, reference tracing, and pre-MLR screening. The platform helps identify claim, reference, safety language, and editorial inconsistencies before formal MLR review. Lithero also integrates with tools such as Adobe GenStudio, Adobe Workfront, Figma, Adobe Suite, and Microsoft Word.

Headquarters: Philadelphia, Pennsylvania

Website: www.lithero.com

Key leaders

Nyron Burke, Chief Executive Officer

Key clients

NA

Key partnerships

- Adobe
- Microsoft

Recent deals/investments/announcements

2025: announced the integration of Lithero's LARA AI platform with Adobe GenStudio for performance marketing and Adobe Workfront to support compliance checks and pre-MLR screening in life sciences marketing workflows

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Lithero (page 2 of 3)

Products

Key agentic AI product(s)

Product/Platform name	Release year	Description
Lithero Claims	NA	AI agent that builds and maintains a searchable claims library from approved brand materials; it extracts approved claims from existing content and aligns the claims library with the customer's storage system.
Lithero Annotate	NA	AI agent that traces claims and content back to substantiating references; it links claims to source documents, supports PDF export, and helps teams prepare higher-quality submissions before MLR review.
Lithero Screen	NA	AI agent for pre-MLR screening and quality control; it converts screenshots to text, detects issues across claims, references, safety language, and editorial content, and provides correction guidance.
Lithero Write	NA	AI writing agent for compliant pharma content creation; it supports writers in creating strategic, personalized, and compliant copy for life sciences marketing workflows.
Lithero Design	NA	AI design agent for concepting and execution support in pharma marketing workflows; it helps marketers demonstrate concepts and execute content more quickly.
LARA Create for Adobe GenStudio	2025	Adobe GenStudio integration that checks generated content against brand-approved claims; it traces regulated claims to references, suggests approved alternatives, inserts required safety text, and identifies missing citations.
LARA Review for Adobe Workfront	2025	Adobe Workfront integration for screening draft material before formal medical, legal, and regulatory review; it checks for 30+ potential non-compliance areas across claims, references, safety, and editorial content.

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Lithero (page 3 of 3)

Use cases

Key use cases	Description / Illustrative case study	Use case progress
Approved claims library creation	The claims agent extracted approved claims from existing brand materials and created a searchable source of truth for commercial content teams. It supported claim reuse and reduced manual spreadsheet-based claims tracking.	Pilot Prod
Reference tracing and annotation	The annotate agent linked claims and content back to substantiating source documents. It supported early substantiation before MLR submission and reduced manual reference search work.	Pilot Prod
Pre-MLR compliance screening	The screen agent detected inconsistencies in claims, references, safety language, and editorial content before formal MLR review. It provided correction guidance to reduce downstream rework.	Pilot Prod
Gen AI content compliance checking	LARA Create checked Adobe GenStudio-generated content against approved claims, suggested alternative approved language, inserted required safety text, and identified missing references.	Pilot Prod
Draft content review in Workfront	LARA Review screened draft materials in Adobe Workfront before submission to medical, legal, and regulatory reviewers. It supported compliance, safety, reference, and editorial checks within the content workflow.	Pilot Prod
In-tool content compliance access	Lithero integrations allowed teams to access Claims and Screen in Figma, Adobe Suite, and Microsoft Word workflows. These integrations supported compliant content creation without moving users out of authoring tools.	Pilot Prod

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LogicFlo (page 1 of 3)

Overview

Company overview

LogicFlo provides an AI agent workforce platform for life sciences and biotechnology organizations. Its task-specialized agents support medical affairs, medical communications, and commercial content workflows, including literature summaries, slide decks, manuscripts, references, quality checks, and MLR-ready promotional content. It serves pharma, BioTech, MedTech, and other life sciences teams managing scientific and compliance-oriented content work.

Headquarters: Boston, Massachusetts

Website: www.logicflo.ai

Key leaders

- Udith Vaidyanathan, Chief Executive Officer and Co-founder
- Arun Ramakrishnan, Chief Technology Officer and Co-founder

Key clients

- Abbott
- Amgen
- GSK
- Johnson & Johnson

Key partnerships

- IQVIA
- Microsoft
- OpenAI

Recent deals/investments/announcements

2025: raised US$2.7 million in seed funding led by Lightspeed, with participation from healthcare and enterprise AI investors, to scale its AI agent workforce across global life sciences enterprises

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LogicFlo (page 2 of 3)

Products

Key agentic AI product(s)

Product/Platform name	Release year	Description
LogicFlo AI agent workforce platform	NA	AI agent platform for life sciences and biotechnology teams; it uses task-specialized agents and desks, such as research desk, writing desk, and review desk, to execute scientific workflows while users retain decision control.
LogicFlo compliance and workflow agents	NA	AI agents for high-compliance life sciences work across medical, regulatory, quality, and commercial functions; they support use cases such as medical writing, regulatory documentation, quality documentation, medical communications, and commercial content creation.
LogicFlo scientific AI agents	NA	Agents that write, reference, quality-check, and adapt to SOPs; the platform supports traceability across public databases and internal knowledge for literature summaries, slides, manuscripts, and content packages.

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LogicFlo (page 3 of 3)

Use cases

Key use cases	Description / Illustrative case study	Use case progress
Generate MSL decks for HCP engagement	Supported MSL with evidence-based presentation materials for HCP engagements; the workflow identified MSL notes and relevant clinical studies, generated cited slide content, and tailored messaging by HCP specialty, therapy area, and prior context.	Pilot Prod
Draft manuscripts and medical communications	Generated short-form communications and review article drafts through LogicFlo's manuscript writing workflow; public customer text stated that drafts previously taking six to eight weeks were completed in under 15 minutes.	Pilot Prod
Prepare medical information responses	Supported medical information workflows by reducing response turnaround in early deployments from nearly two weeks to two days; the workflow aligns with medical inquiry use cases requiring scientific tone, evidence balance, and response tailoring.	Pilot Prod
Build MLR-ready content with guardrails	Checked medical and promotional content against product labeling, approved indication, dosing, safety language, references, disclosures, and promotional tone; the workflow supported earlier detection of compliance issues before review.	Pilot Prod
Produce congress, advisory board, and journal materials	Supported medical communications and commercial content creation for advisory boards, congresses, journal articles, and compliant promotional materials; the workflow used literature-based content generation and referencing.	Pilot Prod
Manage label-change content updates	Scanned content repositories after a label change to flag outdated materials and prompt updates; the workflow supported lifecycle management for medical and commercial content governance.	Pilot Prod

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ODAIA (page 1 of 3)

Overview

Company overview

ODAIA offers AI-powered commercial intelligence software for pharmaceutical and life sciences teams working on HCP targeting, field engagement, omnichannel marketing, and prescription-outcome measurement. The platform combines commercial data, de-identified patient signals, behavioral science, patient segmentation, predictive analytics, CRM integrations, campaign orchestration, and GenAI workflows to support field and brand teams.

Headquarters: Toronto, Canada

Website: www.odaia.ai

Key leaders

- Philip Poulidis, Chief Executive Officer and Co-founder
- Zak Beharie, Chief Technology Officer
- Andrew Gunn, Chief Commercial Officer
- Rebecca Skvorc, Chief Financial Officer
- Jacqueline Markle, VP Pharma Technical Strategy

Key clients

- Ardelyx
- Bausch Health
- GSK
- Halozyme
- Novo Nordisk
- Pfizer
- Verona Pharma (acquired by Merck)

Key partnerships

- Pulse Health
- Salesforce
- Snowflake
- Veeva Systems

Recent deals/investments/announcements

- 2026: partnered with Pulse Health to combine ODAIA Marketing Intelligence with Pulse Engagement Cloud for AI-powered marketing orchestration and HCP engagement activation
- 2026: introduced Marketing Intelligence as a generally available AI solution for pharma marketing and brand teams to orchestrate personalized HCP campaigns and connect engagement to prescription outcomes
- 2025: announced an early-access AI-powered pharma marketing orchestration solution for personalized HCP campaign sequencing across marketing and sales
- 2025: introduced Brand Strategy Studio, an AI-native platform for life sciences brand teams to codify brand strategy, run simulations, and deploy strategy across commercial workflows
- 2024: launched an AI agent in Veeva Systems CRM, delivering dynamic call lists, pre-call insights, and route planning for pharma sales reps

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ODAIA (page 2 of 3)

Products

Key agentic AI product(s)

Product/Platform name	Release year	Description
Beacon Agent (name TBD)	2026	Beacon Agent delivers pre-call briefings, HCP prioritization rationale, and related outputs, in addition to analysis and reporting for clients. Beacon has been in continuous internal production use, delivering these capabilities on clients' behalf, with direct client access rolling out in August 2026.
ODAIA Marketing Intelligence	2026	Marketing Intelligence supports pharma brand teams with real-time HCP journey tracking and omnichannel campaign execution, using engagement, prescription, market access, and CRM data to deliver individual-level content recommendations, such as what to serve, when, and through which channel, configured against the brand's own strategic imperatives. Outputs are explainable, giving teams visibility into what is moving HCPs forward and the ability to course-correct without waiting on lagging indicator readouts.
Beacon Agent (name TBD)	2026	Beacon Agent delivers pre-call briefings, HCP prioritization rationale, and related outputs, in addition to analysis and reporting for clients. Beacon has been in continuous internal production use, delivering these capabilities on clients' behalf, with direct client access rolling out in August 2026.
Brand Strategy Studio	2025	Brand Strategy Studio is the AI-native platform that allows brand teams to codify plans, run simulations, and deploy commercial strategy across workflows and into ODAIA products. It translates strategic goals into actionable activities and simulates downstream effects on HCP segments, targeting, call plans, and campaigns. This serves as the base layer for each ODAIA product.
ODAIA Field Intelligence	2024	ODAIA Field supports pharma sales reps with HCP prioritization, territory planning, and call and route planning, using our proprietary PowerScores to deliver behavioral segments and real-time recommendations on who to engage, when to engage, and what to discuss.

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ODAIA (page 3 of 3)

Use cases

Key use cases	Description / Illustrative case study	Use case progress
Generate AI call lists and pre-call insights in CRM	ODAIA Field Intelligence delivered AI-generated call lists, pre-call summaries, and dynamic route planning directly inside Veeva Systems CRM. ODAIA described the capability as an AI agent that autonomously pulled and processed data without human prompting to provide contextual insights for field teams.	Pilot Prod
Prioritize HCP engagement for field teams	ODAIA Field used ML-driven HCP prioritization, PowerScores, behavioral segments, and prescribing / performance trends to guide HCP engagement priorities and discussion topics for reps.	Pilot Prod
Drive dynamic territory call planning	ODAIA's dynamic targeting workflow converted updated data and PowerScores into weekly call plans and pre-call insights. In the public pharma evidence, one company deployed the workflow across 41 territories, while another used it in a five-territory pilot.	Pilot Prod
Orchestrate personalized HCP marketing campaigns	Marketing Intelligence evaluated HCP-level data, prescribing behavior, engagement signals, CRM records, and physician attributes to sequence personalized journeys by channel, message, content, and timing. The product supported pharma marketing effectiveness and personalized omnichannel HCP engagement.	Pilot Prod
Activate HCP campaigns through external engagement channels	ODAIA Marketing Intelligence recommended email and promotional engagement activation for specific HCPs and automated the delivery through a partner agency. A joint customer used the workflow for more than 600 campaigns and measured prescription conversion after engagement.	Pilot Prod
Access pre-call briefings, HCP rationale, and performance reporting	Beacon delivered pre-call briefings, HCP prioritization rationale, and related analysis and reporting to clients, in continuous internal production use on clients' behalf. This mapped to pre-call planning and account reporting workflows, with direct client access rolling out in August 2026.	Pilot Prod
Codify brand plans and keep sales, marketing, and analytics aligned	Brand Strategy Studio translated brand teams' strategic goals into dynamic HCP segmentation, call planning, and campaign orchestration, letting teams simulate scenarios and deploy updates across CRM, email, and banner ads in days. This mapped to brand planning and execution alignment workflows, delivered today through a wizard interface with an agentic co-pilot and AI scenario agents planned for rollout.	Pilot Prod

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Quantified.ai (page 1 of 3)

Overview

Company overview

Quantified is an AI sales coaching and role-play platform for life sciences and other regulated industries. Its platform helps pharma and medtech commercial teams practice realistic HCP conversations through AI-powered simulations, receive personalized coaching and performance feedback, certify field readiness, and maintain approved/on-label messaging through compliance-aware governance. Key use cases include new hire onboarding, product launch readiness, certification, continuous coaching, manager coaching, and HCP engagement preparation.

Headquarters: Austin, Texas

Website: www.quantified.ai

Key leaders

- Noah Zandan, Chief Executive Officer and Co-founder
- Scott Smith, Chief Technology Officer
- George Donovan, Chief Revenue Officer
- Wayne St. Amand, Chief Marketing Officer

Key clients

- Bayer
- Johnson and Johnson
- Novartis
- Sanofi
- Takeda
- USB

Key partnerships

- Salesforce

Recent deals/investments/announcements

- 2026: launched a new AI sales coaching platform to transform how life sciences teams prepare, coach, and win
- 2025: transformed its pharma sales training: AI role-play avatars now see and respond to materials for unmatched realism and impact
- 2025: introduced new compliance scoring to assess AI systems against certification requirements in regulated industries
- 2025: launched Conversation Engine 3.0 with improved conversational realism for AI-based sales role-play

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Quantified.ai (page 2 of 3)

Products

Key agentic AI product(s)

Product/Platform name	Release year	Description
Adaptive AI sales coaching platform	2026	Fully agentic: builds on role play and adds in-field preparation and execution, autonomous learning path generation, real-time personalized performance coaching, compliance-aware content delivery and assessment, and adaptive scenario orchestration all native to the multi-agent platform.
Quantified AI roleplay	2023	AI role-play agent simulates realistic buyer personas, scores rep performance in real time, generates feedback, and alters role-play difficulty based on rep performance.

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Quantified.ai (page 3 of 3)

Use cases

Key use cases	Description / Illustrative case study	Use case progress
Onboarding	AI-simulated buyer conversations accelerate new hire ramp by enabling reps to practice hundreds of real-world interactions before their first live call. Agentic coaching identifies skill gaps and auto-adjusts scenario difficulty. Compliance-aware scenario libraries ensure message adherence from day one.	Pilot Prod
Certification programs	Reps complete structured certification programs using AI simulation to demonstrate product knowledge, objection handling, and HCP engagement skills. Agentic scoring provides objective, auditable performance records that satisfy compliance and HR requirements.	Pilot Prod
Sales meetings and kick-offs (pre, during, and post)	Reps practice key account conversations, congress presentations, and stakeholder interactions in advance of high-stakes meetings. AI generates scenario variants based on HCP archetype, product indication, and objection history.	Pilot Prod
New product launch	Launch readiness programs use AI simulation to certify entire field forces on new indications, mechanisms of action, and competitive positioning before commercial launch. Agentic coaching identifies at-risk reps early, enabling targeted remediation.	Pilot Prod
On-demand practice	Reps access AI-driven practice scenarios on demand between manager interactions. Agentic feedback identifies specific language patterns, compliance deviations, and missed value messaging in real time. Platform generates individual coaching plans without manager intervention.	Pilot Prod
Talent acquisition	AI simulation used in interview and development processes to assess candidate communication skills, scientific fluency, coachability, and sales aptitude in regulated industry contexts. Agentic scoring delivers consistent, bias-reduced evaluation.	Pilot Prod

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Salesforce (page 1 of 3)

Overview

Company overview

Salesforce provides cloud-based CRM, data, analytics, automation, and AI platforms for enterprises across sales, service, marketing, commerce, and workflow automation. Its Customer 360 platform includes Agentforce Sales, Agentforce Service, Agentforce Marketing, Agentforce Commerce, and Data 360, analytics, and automation applications. Agentforce for Life Sciences supports pharma, MedTech, consumer and animal health, and BioTech firms across commercial and medical engagement, patient services, and clinical trial operations by unifying health data and integrating industry workflows.

Headquarters: San Francisco, California

Website: www.salesforce.com

Key leaders

- Marc Benioff, Chairman and Chief Executive Officer
- Robin Washington, President and Chief Operating and Financial Officer
- Miguel Milano, President and Chief Revenue Officer
- Parker Harris, Co-founder and Chief Product Advisor

Key clients

- AstraZeneca
- Chiesi
- CSL
- Fresenius
- Merck Animal Health
- Novartis
- Pfizer
- Takeda

Key partnerships

- Accenture
- Avenga
- Cognizant
- Capgemini
- Deloitte
- Epista Life Science
- Infosys

Recent deals/investments/announcements

- 2026: announced Agentforce Life Sciences adoption by 140+ industry organizations to scale AI-native clinical and commercial operations, including customer engagement workflows
- 2026: announced Merck Animal Health selected Agentforce Life Sciences for Customer Engagement to unify support and engagement across veterinarians, pet owners, and production animal farmers
- 2026: announced Moderna selected Agentforce Life Sciences for Customer Engagement to unify global commercial operations, field workflows, customer service, and customer engagement
- 2026: announced Chiesi Group selected Agentforce Life Sciences for Customer Engagement to transform commercial operations and strengthen HCP engagement globally
- 2025: launched Life Sciences Cloud for Customer Engagement to support HCP engagement, sales, marketing, reimbursement, MSL workflows, sampling, and benefits verification
- 2025: announced Takeda selected Life Sciences Cloud for Customer Engagement, including Agentforce and Data Cloud, to deploy AI agents across medical, commercial, and patient support functions
- 2025: announced AstraZeneca selected Agentforce Life Sciences for Customer Engagement to support global HCP engagement through data-driven, AI-powered engagement
- 2025: announced Novartis selected Agentforce Life Sciences for Customer Engagement to connect patient and HCP experiences and support customer-facing teams
- 2025: launched Agentforce 2dx, expanding agent orchestration, workflow automation, reasoning capabilities, and enterprise governance controls
- 2025: announced new healthcare and life sciences AI agents supporting patient support programs, field engagement, care coordination, and commercial operations
- 2025: expanded Data Cloud and Agentforce integration to enable autonomous AI agents to access enterprise data and execute governed business workflows

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Salesforce (page 2 of 3)

Products

Key agentic AI product(s)

Product/Platform name	Release year	Description
Agentforce 360 for Life Sciences	2025	Agentforce 360 for Life Sciences is an end-to-end platform that helps life sciences organizations manage clinical, medical, and commercial engagement using agentic AI, unified data, and automation. It is designed to streamline processes and deliver actionable insights across the entire life sciences value chain.

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Salesforce (page 3 of 3)

Use cases

Key use cases	Description / Illustrative case study	Use case progress
Offline sync and LSC apps	Access and update data in the Life Sciences Cloud (LSC) mobile app even without internet, ensuring field teams stay productive anywhere	Pilot Prod
Account management	Manage HCP/HCO profiles, segment accounts, and gain persona-based insights for targeted engagement	Pilot Prod
Intelligent content and Search	Store, search, and deliver compliant content with insights for more effective interactions	Pilot Prod
Engagement Insights	Use dashboards and analytics to track engagement trends and identify opportunities to improve customer relationships	Pilot Prod
Tableau next integration	Connect Tableau dashboards for real-time analytics and advanced insights directly within LSC	Pilot Prod

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Seismic (page 1 of 3)

Overview

Company overview

Seismic is a software company offering AI-powered sales enablement, buyer engagement, learning, coaching, content management, and revenue productivity solutions for customer-facing teams. Its platform supports sales, marketing, enablement, and other customer-facing functions by enabling governed content management, sales readiness, training workflows, workflow automation, customer engagement, and performance insights.

Headquarters: San Diego, California

Website: www.seismic.com

Key leaders

- Rob Tarkoff, Chief Executive Officer
- Umberto Milletti, Chief Product and Technology Officer
- Evan Goldstein, Chief Financial Officer
- Celaena Powder, Chief Legal Officer

Key clients

- Aerogen
- Illumina

Key partnerships

- Google
- Microsoft
- Oracle
- Salesforce
- Salesloft
- Slack

Recent deals/investments/announcements

- 2026: announced merger with Highspot; combined company now serves 2,500 customers
- 2025: appointed Rob Tarkoff as Chief Executive Officer
- 2025: expanded Aura Copilot capabilities with conversational assistance, content retrieval, and workflow guidance features
- 2025: fall 2025 release of the product helped Seismic customers streamline workflows, improve personalization, and directly tie enablement efforts to business outcomes

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Seismic (page 2 of 3)

Products

Key agentic AI product(s)

Product/Platform name	Release year	Description
Role-play Agent	2025	AI agent within Seismic Aura that simulates customer conversations to help sellers prepare for meetings; tt supports coaching, practice, and readiness workflows for field and customer-facing teams.
Aura Agents	2025	Purpose-built agentic AI capabilities for GTM teams; they use signals from conversations, content, buyer behavior, and enablement workflows to guide sellers, marketers, and enablement teams with role-specific insights, content recommendations, and next-best actions.
Aura AI	2024	An AI platform embedded across Seismic applications that provides content recommendations, generative AI capabilities, workflow assistance, analytics, and knowledge retrieval functions.
Aura Copilot	2023	AI-powered enablement assistant introduced with Seismic's Fall 2023 release; it helps Go-to-market (GTM) teams discover content, automate manual tasks, generate summaries, create training/content assets, and access Seismic content within Microsoft 365 Copilot.
Seismic Enablement Cloud	2022	Unified enablement platform that combines content management, learning, coaching, buyer engagement, analytics, and workflow capabilities; Aura AI and Aura Copilot are embedded across the platform to support content discovery, knowledge retrieval, coaching, readiness, and customer engagement activities for customer-facing teams.

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Seismic (page 3 of 3)

Use cases

Key use cases	Description / Illustrative case study	Use case progress
AI-assisted commercial content creation	Aura AI supports creation of presentations, commercial content, messaging materials, and enablement assets using approved content and organizational knowledge sources.	Pilot Prod
Guided selling playbooks for field representatives	AI-enabled playbooks provide contextual guidance, next-best actions, and workflow recommendations embedded within seller workflows to support commercial execution activities.	Pilot Prod
AI-guided content recommendation for HCP engagement	Aura AI recommends approved content based on customer profile, opportunity stage, activity signals, and engagement context to help commercial teams identify relevant materials for healthcare professional interactions.	Pilot Prod
Personalized content generation	AI agents generate personalized presentations, slides, and engagement materials using CRM data, customer context, and approved content repositories.	Pilot Prod

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Smartcat (page 1 of 3)

Overview

Company overview

Smartcat offers pre-built AI agents and a no-code agent builder platform for creating, translating, localizing, and managing multilingual content across documents, videos, websites, software, and learning materials. The platform combines AI translation, AI content generation, AI-human workflows, system integrations, and marketplace access to human reviewers.

Headquarters: Boston, Massachusetts

Website: www.smartcat.com

Key leaders

- Ivan Smolnikov, Chief Executive Officer and Founder
- Sherali Karimov, Chief Technology Officer

Key clients

- IDEXX
- Sysmex
- Thermo Fisher Scientific
- Topcon
- Ultradent

Key partnerships

- Boostlingo
- Google
- Microsoft
- Salesforce
- ServiceNow
- WordPress
- Zendesk

Recent deals/investments/announcements

- 2026: introduced Translation Review Agent and Compliance Review Agent for in-workflow quality, terminology, linguistic, and compliance review
- 2026: introduced multi-agent course creation and translation workflows, including SCORM translation and delta detection for enterprise learning and development teams
- 2025: introduced Smartcat AI Agents for simultaneous content creation, translation, and localization, including pre-built agents and no-code custom agents
- 2025: announced Canva Agent to translate text and image-based designs inside Canva for marketing and learning and development assets, with glossary, translation memory, brand voice, and human review support
- 2025: released H1 product updates across AI Agents, video localization, learning, integrations, and enterprise controls to support global content automation and governance
- 2025: introduced Smartcat Demo Center to showcase AI Agents for creating, translating, and launching global content workflows

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Smartcat (page 2 of 3)

Products

Key agentic AI product(s)

Product/Platform name	Release year	Description
Smartcat AI Agents	2025	A set of AI agents for creating, translating, and localizing content at the same time; the agents use feedback, brand voice, terminology, and compliance rules for content workflows across marketing and L&D.
Smartcat Agent Builder	2025	A no-code, drag-and-drop interface for creating or adapting AI agents; it allowed teams to train agents on workflows, connect them to data, and deploy them for content tasks without coding.
Customer Intelligence Fabric	2025	Learning layer that captures human feedback and business expertise to improve agent performance over time; it helps agents apply brand, terminology, process, and quality preferences consistently across global content workflows.

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Smartcat (page 3 of 3)

Use cases

Key use cases	Description / Illustrative case study	Use case progress
Launch multilingual commercial campaigns	Smartcat AI Agents supported marketing workflows by creating emails, web pages, ads, PDFs, images, and landing pages for multiple markets and languages.	Pilot Prod
Translate patient education media	The Media Translation Agent added subtitles or voiceovers to patient education videos and conference presentations for global audiences. This mapped to patient engagement and medical affairs content dissemination.	Pilot Prod
Localize medical visuals and marketing assets	Image Translation Agent and Canva Agent translated text within medical diagrams, charts, marketing visuals, and Canva designs while keeping content in the design workflow. This mapped to campaign asset localization and life sciences content operations.	Pilot Prod
Review regulated commercial content	Translation Review Agent and Compliance Review Agent reviewed translations for quality and terminology, and reviewed content against regulatory, legal, and regional requirements before publishing. This mapped to governance and compliance support for marketing and L&D content.	Pilot Prod
Global campaign localization agent	Creates, translates, and localizes campaign assets across markets so campaigns can launch in multiple regions at once	Pilot Prod
CMS localization automation	Integrates with marketing tech stacks, such as Sitecore, WordPress, AEM, Contentful, and Figma, to localize digital content and publish multilingual updates faster	Pilot Prod
Image / Design localization agent	Translates copy inside images or design files while preserving layout, useful for banners, detail aids, congress assets, or localized promotional visuals	Pilot Prod

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Sorcero (page 1 of 3)

Overview

Company overview

Sorcero provides AI and data intelligence software for life sciences teams working in medical affairs, scientific communications, safety, and medical device workflows. Its Sorcero Intelligence Platform unifies internal and external evidence, generates insights, supports scientific content generation, and applies agentic AI workflows to structured and unstructured medical data.

Headquarters: Washington, DC

Website: www.sorcero.com

Key leaders

- Dipanwita Das, Chief Executive Officer and Co-founder
- Richard Graves, Chief Operating Officer and Co-founder
- Walter Bender, Chief Scientific Officer and Co-founder
- Hellmut Adolphs, Chief Technology Officer

Key clients

NA

Key partnerships

- Google Cloud
- Snowflake
- Komodo Health
- AWS
- NVIDIA
- Hugging Face

Recent deals/investments/announcements

- 2026: introduced Field Medical Excellence & Insights with an integrated Field Capture App for iPad and Congress Intelligence with scientific abstract data integration
- 2025: launched AI Agents for Life Sciences, using specialized agents to validate, summarize, prioritize, and structure medical intelligence
- 2025: launched Sorcero SciComms, a product suite for scientific communications and publications teams to monitor literature and create compliant scientific content, including plain language summaries
- 2025: announced AI guardrails, AI-native data capture, access controls, and insights analytics across Sorcero medical, SciComms, safety, and medtech
- 2025: secured US$42.5 million in Series B financing led by NewSpring Capital, with Leawood Venture Capital and Blu Ventures also participating

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Sorcero (page 2 of 3)

Products

Key agentic AI product(s)

Product/Platform name	Release year	Description
Sorcero Intelligence Platform	2025	The Sorcero Intelligence Platform is a medically tuned agentic AI solution for unifying disparate medical data, generating insights, and driving action across the product life cycle.
Sorcero Medical	NA	Sorcero Medical changes structured and unstructured medical data into a unified source of intelligence for medical affairs teams. It supports medical insights management, field medical excellence, HCP/KOL analysis, congress intelligence, scientific sentiment, and field insight workflows.
Sorcero SciComms	2025	Sorcero SciComms is a scientific communications and publications product suite. It supports plain language summarization, publication intelligence, scientific content generation, and monitoring across Sorcero's publication repository.

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Use cases

Key use cases	Description / Illustrative case study	Use case progress
Medical insights management	Unified CRM notes, advisory board reports, medical inquiries, publications, congress data, and other documents into an AI-driven medical intelligence platform; it supported medical affairs teams with evidence-backed answers, insight workflows, and trend detection.	Pilot Prod
KOL/HCP scientific sentiment analysis	Measured KOL/HCP sentiment on efficacy and safety topics, tracked changes over time, and supported engagement planning; the workflow used intelligent medical themes and scientific sentiment to support medical affairs and field engagement decisions.	Pilot Prod
Medical information and compliance support	Sorcero's AI agents were described as supporting MLR reviews, HCP education, KOL relationship-building, and medical inquiries by validating, summarizing, and prioritizing medical intelligence.	Pilot Prod
Scientific content generation and Plain Language Summary (PLS) creation	Generated plain language summaries and scientific content from clinical and scientific source materials using medically tuned AI and expert review; the workflow supported non-promotional compliance, readability checks, and faster draft creation.	Pilot Prod

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Tellius (page 1 of 3)

Overview

Company overview

Tellius offers an AI analytics platform that connects enterprise data and knowledge through conversational analytics, automated insights, visualizations, and agentic workflows. The platform includes Conversational AI, Connect, AI Insights, Visualizations and Narratives, AI Agents, and Kaiya Apps for governed querying, root-cause analysis, predictive analytics, and reusable analytics workflows. Tellius provides pharma-focused AI agents and agentic analytics for commercial performance, HCP targeting, field-force effectiveness, market access, brand performance, and patient adherence analytics.

Headquarters: Herndon, Virginia

Website: www.tellius.com

Key leaders

- Ajay Khanna, Chief Executive Officer and Founder
- Madhukara Phatak, Chief Architect
- Colin Raaberg, Chief of Staff

Key clients

- Bayer Pharmaceuticals
- GSK
- Novartis
- Novo Nordisk
- Pharmacyclics

Key partnerships

- Databricks
- Google
- Indegene
- Salesforce
- Salesloft
- Slack
- Snowflake

Recent deals/investments/announcements

- 2026: released Tellius 6.1, positioned around AI agents that combine structured metrics with files, calls, reports, and other unstructured content
- 2026: released Tellius 6.2 with Kaiya Architect, Kaiya Apps, and Kaiya Missions for conversational model creation, purpose-built apps, and recurring investigations
- 2025: introduced Tellius AI Agents and AgentComposer, described as a no-code way to create agentic flows for multi-step analytics workflows
- 2025: introduced Tellius Agent Mode, giving Kaiya agentic capabilities to plan, execute, and refine complex analyses; Tellius stated Agent Mode was generally available in Tellius 6.0
- 2025: reported a new equity fundraising of US$3.1 million

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Tellius (page 2 of 3)

Products

Key agentic AI product(s)

Product/Platform name	Release year	Description
Tellius Kaiya Missions	2026	Kaiya Missions / Agent Library provides purpose-built, governed missions across pharma, CPG, FP&A, and RevOps. Pharma-specific agents include NRx Drop Investigator, Territory Performance, HCP Targeting Optimizer, Patient Adherence Tracker, and Field Force Performance.
Tellius Agent Mode	2025	Agent Mode gives Kaiya agentic capabilities to dynamically plan, execute, and refine complex analyses. Agent Mode can run analyses such as revenue trend decomposition, call execution modeling, and territory performance forecasting autonomously.
Tellius AI Agents and AgentComposer	2025	Tellius AI Agents automate multi-step analytics using autonomous agents connected to enterprise data, tools, and business context. AgentComposer is described as a no-code way to build, test, and preview multi-step agentic workflows using pre-built agents, templates, and tools.

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Tellius (page 3 of 3)

Use cases

Key use cases	Description / Illustrative case study	Use case progress
Detect market access and payer risks	Tellius describes agentic pharma workflows that monitor payer access changes, formulary restrictions, PA friction, and step edits, then quantify commercial impact and recommend actions. This maps to market access and payer analytics workflows.	Pilot Prod
Monitor patient adherence gaps	Patient Adherence Tracker monitors refill patterns and surfaces adherence gaps. This maps to patient engagement and support workflows where commercial or patient services teams monitor adherence signals by therapy area or geography.	Pilot Prod
Prioritize HCP targeting	HCP Targeting Optimizer ranks prescribers by NBRx potential. Tellius also describes pharma targeting workflows that combine Rx, CRM, digital engagement, payer access, and competitive dynamics to update targets more frequently than static lists.	Pilot Prod
Run commercial self-service analytics	Novo Nordisk used Tellius for self-service analytics, AI-augmented strategic business planning, and diagnostic performance driver identification across home office, commercial execution, and field leadership teams. The workflow supported questions on HCP targeting, territory alignment, market access changes, competitors, and regulations.	Pilot Prod
Configure no-code agentic analytics workflows	AgentComposer and Agentic Workflow Configuration allow users to build no-code, multi-step workflows using pre-built agents, templates, and tools. This maps directly to the project's low-code/no-code agent builder scope.	Pilot Prod
Optimize territory and field performance	Territory Performance and Field Force Performance agents rank territory productivity, flag coverage gaps, and correlate rep visits with script outcomes. This maps to field-force engagement, sales-force effectiveness, call planning, and pull-through analytics.	Pilot Prod

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Veeva Systems (page 1 of 3)

Overview

Company overview

Veeva Systems provides cloud software, AI, data, and consulting for life sciences organizations across research, development, medical, and commercial functions. Through its Vault AI agents, Veeva Systems offers CRM, commercial evidence, brand engagement, campaign management, events management, patient engagement, content management, analytics, and commercial data products.

Headquarters: Pleasanton, California

Website: www.veeva.com

Key leaders

- Peter Gassner, Chief Executive Officer and Founder
- Tom Schwenger, President and Chief Customer Officer
- Brian Van Wagener, Chief Financial Officer
- Nitsa Zuppas, President and Chief of Staff

Key clients

- Bayer
- Boehringer Ingelheim
- Bristol Myers Squibb
- GSK
- Moderna
- Novo Nordisk
- Roche

Key partnerships

- Accenture
- Anthropic
- AWS

Recent deals/investments/announcements

- 2026: announced that more than 125 customers were live on Vault CRM across major regions, including the US, Europe, and Japan
- 2026: acquired Ostro, an AI-driven brand engagement platform that provides compliant answers for patients and doctors through brand websites
- 2026: acquired Copli and launched Veeva Falcon MLR as an agentic MLR solution for marketing teams, MLR groups, and agencies
- 2025: announced Veeva AI, adding AI agents and AI shortcuts to the Vault platform and Veeva applications for industry-specific automation from clinical to commercial
- 2025: announced Bristol Myers Squibb's commitment to Veeva Systems Vault CRM for next-generation CRM with embedded industry-specific AI agents
- 2025: announced Veeva AI Agents across Veeva Systems applications, starting with Vault CRM and PromoMats in December 2025
- 2025: added embedded AI agents to Veeva Systems China CRM Suite, including Magic Call Agent, Magic Notes Agent, Events Photo Auditor Agent, and Compliance Free Text Agent
- 2025: announced Roche Pharmaceuticals' expanded partnership with Veeva Systems through adoption of Veeva Systems Vault CRM for agentic AI-enabled customer engagement

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Veeva Systems (page 2 of 3)

Products

Key agentic AI product(s)

Product/Platform name	Release year	Description
Veeva Falcon MLR	2026	Agentic MLR solution launched after Veeva System's acquisition of Copli; it automates compliance checks for life sciences marketing, agency, medical, legal, and regulatory review workflows.
Ostro	2026	AI-driven brand engagement platform acquired by Veeva Systems in 2026; it provides compliant conversational answers for patients and HCPs through brand websites and uses MLR-approved materials, semantic search, business rules, and guardrails.
China CRM Suite AI Agents	2025	Embedded AI agents for China CRM Suite, including Magic Call Agent, Magic Notes Agent, Events Photo Auditor Agent, and Compliance Free Text Agent; these agents support HCP engagement, voice-based call reporting, event photo audit, and commercial compliance workflows in China.
Vault AI	2025	Agentic AI capability embedded in the Veeva Vault Platform and Veeva applications; it enables standard, configurable, and custom AI agents with secure access to application data, content, documents, and workflows.
Veeva AI Agents for Vault CRM	2025	AI agents for life sciences commercial CRM workflows, including Pre-call Agent, Free Text Agent, Voice Agent, Agentic Call Report, and Media Search; the agents support HCP engagement planning, field note capture, compliance monitoring, and commercial evidence generation.
Vault AI in PromoMats	2025	AI agents for commercial content review and approval workflows in PromoMats; Quick Check Agent scans content against editorial, brand, market, channel, and compliance guidelines, while Content Agent provides document-level insights and review support.

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Veeva Systems (page 3 of 3)

Use cases

Key use cases	Description / Illustrative case study	Use case progress
HCP call planning support	Pre-call Agent supported field users by consolidating CRM information and preparing HCP interaction context. It was designed to assist planning before commercial field engagements.	Pilot Prod
Field interaction capture and call reporting	Agentic Call Report and Voice capabilities transformed natural language field notes into structured CRM records. The workflow supported compliant free-text capture and conversion of field interactions into Commercial Evidence.	Pilot Prod
Free-text compliance monitoring	Free Text and Compliance Free Text agents checked call notes and text entries for potential compliance concerns. The workflow enabled richer field input while maintaining controls for regulated commercial engagement.	Pilot Prod
Field media search and content retrieval	Media Search enabled field users to locate, summarize, and launch relevant content for HCP planning and customer interactions. The use case supported sales and medical engagement workflows within Vault CRM.	Pilot Prod
Pre-MLR content quality checks	Quick Check Agent scanned content against editorial, brand, market, channel, and compliance guidelines before formal MLR review. The workflow supported earlier issue detection for promotional and medical content teams.	Pilot Prod
Context-aware content review	Content Agent provided document-level insights, answered questions, summarized content, and supported review of text and images in PromoMats. The workflow supported MLR and commercial content review teams.	Pilot Prod
Conversational patient and HCP brand engagement	Veeva Systems Ostro delivered compliant AI chat experiences on brand websites for patients and doctors. The workflow used approved materials and guardrails to provide answers, resources, and next-step engagement paths.	Pilot Prod
Event photo compliance audit	Events Photo Auditor automated review of pharmaceutical event photos in China CRM Suite. It checked photo authenticity, time, attendee count, and venue context to detect risk before reimbursement.	Pilot Prod
Voice-based visit report generation	Magic Call allowed field representatives to create visit reports through voice input. It supported batch reporting, correction, dialect recognition, compliance risk detection, and follow-up planning.	Pilot Prod
Custom agent configuration in Vault workflows	Vault AI allowed customers to configure and extend Veeva Systems-delivered agents or create custom agents with Veeva Systems-hosted or customer-provided models. Specific customer deployment maturity for custom commercial agents was not disclosed.	Pilot Prod

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Viseven (page 1 of 3)

Overview

Company overview

Viseven is a global MarTech partner enabling pharma companies to build scalable, end-to-end content and campaign operations. Its proven technology ecosystem, including eWizard, has been adopted by more than 25 pharma companies to support global digital engagement, with six major pharma companies relying on it as a managed service partner for content creation, modularization, and scaling, helping them optimize global-to-local workflows and reduce time-to-market.

Headquarters: Tallin, Estonia

Website: www.viseven.com

Key leaders

- Nataliya Andreychuk, Chief Executive Officer and Co-founder
- Viacheslav Vasylenko, Chief Operating Officer and Co-founder
- Roman Vasylenko, Chief Technological Officer and Co-founder

Key clients

- Abbott
- Bayer
- Biogen
- Ipsen
- Merck
- Servier
- Teva

Key partnerships

- Adobe
- AWS
- Drcom
- IQVIA
- Salesforce
- TCS
- Tech Mahindra
- Veeva Systems

Recent deals/investments/announcements

- 2026: joined the Salesforce Agentforce 360 for Life Sciences ecosystem as a Salesforce Content Provider, supporting agent-ready content frameworks, connectors, eWizard, eVa AI Agent, and regulated content lifecycle workflows for HCP, patient, and commercial engagement
- 2026: joined the AWS ISV Accelerate Program to support AI-driven commercial content operations, AWS co-sell engagement, and procurement through AWS Marketplace for compliant omnichannel engagement capabilities
- 2026: partnered with drcom to combine omnichannel healthcare communications and scientific content with Viseven's personalization, modular content, AI-enabled content reuse, and data-driven HCP and patient engagement capabilities
- 2025: partnered with ctcHealth to combine Viseven's modular content and digital engagement capabilities with ctcHealth's AI pharma sales and marketing solutions, with pilot programs planned from Q4 2025
- 2025: launched eVa by eWizard, a purpose-built AI agent for pharma and life sciences marketing and medical teams to create, adapt, validate, and support MLR-ready content workflows
- 2025: launched Lexi, an AI-powered event engagement coordinator for life sciences, pharma, and MedTech teams, supporting attendee engagement, consent capture, data analysis, insight extraction, and compliant personalization

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Viseven (page 2 of 3)

Products

Key agentic AI product(s)

Product/Platform name	Release year	Description
eVa AI	2026	Viseven's AI agent is embedded natively in the eWizard Editor. It is built to help marketing and medical teams generate complete, on-brand, compliant content, along with other capabilities such as MLR acceleration and translation.

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Viseven (page 3 of 3)

Use cases

Key use cases	Description / Illustrative case study	Use case progress
Auto tagging	Review content, generate tags with confidence scores and apply them to the asset in DAM	Pilot Prod
Text generation/modification	eVa taps into the underlying large language model's (LLM's) general knowledge to help authors draft, rephrase, shorten, expand, or adjust the tone of text	Pilot Prod
Content assembly	Generates a full draft of an asset (for example, email and email brief) based on a natural language prompt; analyzes supplied text/document to automatically create a complete, brand-compliant layout structure for an asset	Pilot Prod
Translation	AI-powered translation: eVa uses the LLM's multilingual capabilities to translate content from one language to another	Pilot Prod

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ZS (page 1 of 4)

Overview

Company overview

ZS is a management consulting and technology company that provides analytics, software, AI solutions, and advisory services for healthcare, life sciences, and other industries. It develops commercial, medical, patient, and data intelligence software that support decision-making and operational workflows across life sciences organizations. ZAIDYN is ZS' suite of interconnected AI applications for life sciences that connects data, decisions, and execution across commercial, medical, content, and patient teams with AI embedded into workflows.

Headquarters: Evanston, Illinois

Website: www.zs.com , www.zaidyn.ai

Key leaders

- Pratap Khedkar, Chief Executive Officer
- Mukesh Agarwal, Chief Financial Officer
- Sandra Forero, Chief Operating Officer
- Prabhakant Sinha, Founder
- Sunil Dixit, Chief Product Officer
- Jaideep Bajaj, Head of platform business unit

Key clients

- Bayer
- Boehringer Ingelheim
- Gilead
- Takeda
- UCB

Key partnerships

- Adobe
- AWS
- Databricks
- Google Cloud
- Informatica
- Reltio
- Salesforce
- Snowflake
- Veeva Systems

Recent deals/investments/announcements

- 2026: advances in Content Intelligence: ZS expanded ZAIDYN Content with new agentic AI products for content generation, MLR acceleration, and content personalization
- 2026: ZAIDYN Medical that helps medical affairs teams identify, prioritize and engage key opinion leaders while generating end-to-end insights faster helping teams identify care gaps, assess outcomes, and drive compliant engagement
- 2026: named as Reltio Innovation partner
- 2026: launched ZS Agent Hive, a collection of 75+ agentic AI solutions
- 2026: has been granted a patent for Opinion Leader Intelligence
- 2025: partnered with Salesforce to transform life sciences with ZAIDYN
- 2025: acquired Torrent Consulting to fuel Salesforce's healthcare and life sciences AI solutions
- 2025: named Databricks Life Sciences Partner of the Year
- 2024: Signed a multi-year agreement with Bayer to extend use of ZAIDYN Customer Engagement
- 2024: acquired Digital Additive to bolster its personalized marketing solutions
- 2024: announced significant investment in AI-infused and gen AI global self-serve products
- 2024: received US patent for Personalize.ai, ZS' SaaS solution for personalized customer engagement
- 2024: introduced Smart Assist as a generative AI assistant embedded in ZAIDYN; trained on life sciences data, it offers field reps real-time, context-aware Q&A, on-demand insights, and automated pre-call summaries

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Products

Key agentic AI product(s)

Product/Platform name	Release year	Description
ZAIDYN Medical	2026	ZS' new ZAIDYN Medical is an end-to-end Medical Affairs intelligence solution that closes the gap between scientific insight and medical impact for life sciences organizations. As part of the broader ZAIDYN suite, it extends ZS' analytics and AI capabilities beyond commercial operations into Medical Affairs, serving as a unified intelligence layer for scientific strategy and field medical engagement.
ZAIDYN Content	2026	ZAIDYN Content is an AI-powered content supply chain solution that helps life sciences organizations create, review, approve, reuse and personalize content faster and more efficiently. By combining AI-driven content generation, compliant workflows, and intelligent content tagging, it reduces MLR effort, improves content quality, and accelerates the delivery of personalized, on-brand experiences across markets and channels
Hive Coach Assist	2025	ZS's AI-enabled coaching and field leader platform that helps managers deliver more personalized, data-driven coaching at scale. It brings together coaching reports, field team performance metrics, training activity, assessments, and other field effectiveness data to provide actionable insights, coaching recommendations, and an AI coaching assistant. The platform helps frontline managers identify development opportunities, prepare for coaching.
Hive Call Simulator	2025	Simulate.ai is an AI-driven virtual simulation platform that gives life sciences sales teams a safe, lifelike environment to practice HCP interactions, using AI personas to mimic real customer scenarios and delivering immediate, personalized feedback to refine rep skills and elevate engagement quality at scale
OmniBERT	2025	OmniBERT is a pharma-tuned, BERT-based AI model that learns from an HCP's entire omnichannel journey, capturing behavior across field, digital, medical, and access channels, to give life sciences commercial teams highly precise, context-aware next-best-action recommendations that dramatically improve engagement relevance, boost sales impact, and enable more personalized, trusted HCP interactions at scale
Smart Assist	2024	Smart Assist is a generative AI field assistant embedded across the ZAIDYN suite of AI applications that provides life sciences field teams real-time, context-aware insights, from HCP engagement history and territory data to sales and incentive performance, via natural language Q&A, supercharging field decision-making and productivity with instant answers and personalized guidance in their daily workflow.

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Products

Key agentic AI product(s)

Product/Platform name	Release year	Description
ZAIDYN Customer Engagement	2026	ZAIDYN Customer Engagement embeds AI across the engagement lifecycle to interpret signals, recommend and execute governed next-best actions across field and digital channels, enabling smarter targeting, scheduling, and customer interactions, with advanced agentic journey planning, content and channel optimization, and real-time adaptation planned by end-2026.
ZAIDYN Field Performance	2026	ZAIDYN Field Performance embeds AI into field operations and commercial planning to continuously monitor performance signals, explain outcomes, support no-code configuration, and enable governed decision-making and execution, with autonomous territory, quota, plan, and roster adjustments planned by end-2026.

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Use cases

Key use cases	Description / Illustrative case study	Use case progress
Autonomous next-best-action orchestration	ZAIDYN's Consumption and Execution agents (Augment and Answer agents) interpret real-time customer data and recommend or execute next-best actions across channels within predefined workflows. These AI agents operate within predefined workflows and compliance guardrails, surfacing recommendations and enabling execution through connected CRM and marketing platforms (for example, Veeva Systems and Salesforce), with appropriate controls and oversight.	Pilot Prod
Dynamic HCP targeting and re-prioritization	AI Monitoring agents continuously analyze market changes, HCP behavior, patient needs, and other data to re-score and re-segment healthcare providers for outreach focus. For example, global biopharma UCB used ZAIDYN's dynamic targeting agent (via Field Insights) to replace static call lists with an evolving, AI-prioritized target list. As a result, 95% of UCB's reps now use dynamic targeting daily for call planning, and 83% report saving up to 10 hours per week in prep time, leading to more timely, tailored engagements.	Pilot Prod
Virtual rep coaching and simulation	It is a virtual training and coaching agent that helps reps practice and improve their customer engagement skills. For example, a top 10 pharma deployed ZS' AI sales simulator and coach to mimic physician interactions and then provide reps with immediate, personalized feedback on 30+ performance factors. The AI coach can highlight improvement areas (for example, messaging, answering objections, and using data) and suggest optimal responses, functioning such as a virtual mentor for continuous learning. This use case is currently in pilot. Initial results show enhanced rep confidence and more effective sales calls, and the solution is now being rolled out to larger sales teams.	Pilot Prod
Intelligent content creation and MLR review	It is a generative Content AI agent that supports compliant content creation and accelerates MLR review workflows. In this use case, a Content Generator agent produces draft emails or omnichannel messages from approved source materials, and an MLR Accelerator agent performs automated pre-MLR quality and compliance checks (ensuring medical and legal accuracy). For instance, the agent can suggest claim edits or flag unapproved phrases, enabling faster content approvals with minimal human intervention. This dramatically speeds up content cycles; early adopters saw review times drop from ~15 days to ~5 to 7 days for AI-generated content, with routine cases auto-approved and reviewers focusing only on exceptions. Such content agents are currently in limited production with several large pharma companies, accelerating compliant content generation and localization across brands.	Pilot Prod
Smart Assist: AI-powered field & HQ assistant	Smart Assist is a generative AI agent embedded across ZAIDYN that delivers real-time, role-specific insights to field reps and HQ teams through natural language Q&A. It surfaces territory trends, HCP engagement history, incentive performance, and operational alerts, directly in the user's workflow. Smart Assist is built with life sciences-trained models and governed by enterprise-grade guardrails: role-based access, data traceability, and explainable responses ensure compliance and build user trust. Adoption is driven by its ability to reduce manual effort, resolve field queries instantly, and proactively highlight emerging risks or opportunities, cutting support tickets by up to 70% and saving hours per week for field teams.	Pilot Prod

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Appendix

Glossary

Research calendar

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Glossary of key terms used in this report

AE	Adverse event; safety issue captured/escalated in compliant workflows
AI	Artificial intelligence; systems that analyze data/content or support decisions
AI agent	Software component that reasons, retrieves information, recommends, or executes tasks
Agentic AI	AI that plans, orchestrates workflows, and takes governed actions
AKS	Anti-Kickback Statute; United States healthcare fraud-and-abuse compliance law
API / SDK	Interfaces/Toolkits used to connect systems or build software capabilities
CMS	Content Management System used to manage and publish digital content
CRM	Customer Relationship Management system for HCP/account engagement records
DAM	Digital Asset Management repository for approved brand/content assets
FCPA	Foreign Corrupt Practices Act; anti-bribery compliance control
GenAI	Generative AI; AI that creates or summarizes text, content, images, etc.
HCO	Healthcare Organization, such as a hospital, health system, or account
HCP	Healthcare Professional; clinician/prescriber engaged by commercial/medical teams
HEOR	Health Economics and Outcomes Research; evidence on value, cost, and outcomes
HTA	Health Technology Assessment; evidence review influencing access/reimbursement
HUB	Patient services hub coordinating access, reimbursement, and support workflows
KAM	Key Account Manager; role managing strategic customers/accounts
KPI	Key Performance Indicator; measurable success metric
KOL	Key Opinion Leader; influential scientific or clinical expert
LC/NC agent builder	Interfaces/Toolkits used to connect systems or build software capabilities
LLM	Large Language Model for language understanding, generation, and summarization
MICC	Medical information management/contact center workflows for medical inquiries
MLR	Medical, Legal, and Regulatory review of regulated content
MMM	Marketing Mix Modeling; analytics for channel RoI and budget allocation
MSL	Medical Science Liaison; field medical role for scientific exchange and insight capture
NBA	Next-best Action; recommended message, channel, follow-up, or task
NBRx / NRx	New-to-brand / new prescriptions used in commercial performance tracking
NLP/OCR	Natural Language Processing / Optical Character Recognition for text extraction
NPP	Non-personal Promotion; non-field channels such as email, web, or media
PLS	Plain Language Summary; simplified scientific summary for non-specialists
Pre-built agents	Ready-made, domain-specific agents requiring minimal setup/light configuration
RoI	Return on Investment; benefit generated relative to spend
RWE	Real-world Evidence from claims, registries, and routine-care data
SOP	Standard Operating Procedure; controlled process documentation

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