

Sagan Agents

BY ZOOMRX

An AI-Driven Voyage to the
Frontiers of Market Research



Somewhere,
something
incredible
is waiting to be
known.

~ Carl Sagan

The Insights Budget Dilemma

Every pharma insights team faces the same tension: the need for intelligence grows while budgets stay flat.

\$1–5M+

per brand, per year

spent on primary market research — most of which sits in slide archives, never queried again.

6–12 wks

per study

from research question to final deck. By the time insights arrive, the landscape has shifted.

35–45%

repetition

of questions in a typical research project have already been answered in some form.

Upgrade your existing research streams, then bring them all together

1

AI-Enhanced Research Streams

Unique AI capabilities embedded across every stage of the research lifecycle, from fielding to analysis to delivery.

2

Continuous Intelligence Platform

One connected system where every study, data source, and insight compounds into always-on strategic intelligence.

STEP ONE

AI-Enhanced Research Streams

FOUNDATIONAL BELIEFS

The Four Pillars



Authentic Voices

Our proprietary HCP & patient panels will remain the bedrock of everything we do.



Natural Conversation

MR should be conducted primarily in the form of natural conversation.



Limitless Scale

We will no longer be limited by historical trade-offs between qual and quant.



Instant Answers

Answers to any research question should be instantly accessible via natural conversation.

AI-Enhanced Research Streams: Overview of Use Cases



NATURAL CONVERSATION

Dynamic Dialogues: Text

Dynamic Dialogues: Voice



LIMITLESS SCALE

Survey as a Conversation

Patient Scribe



INSTANT ANSWERS

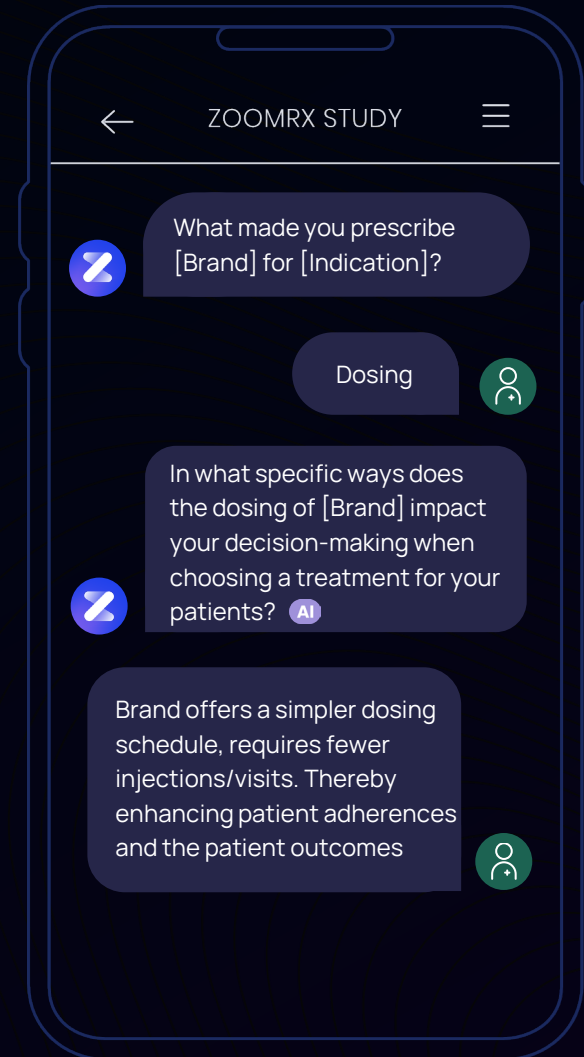
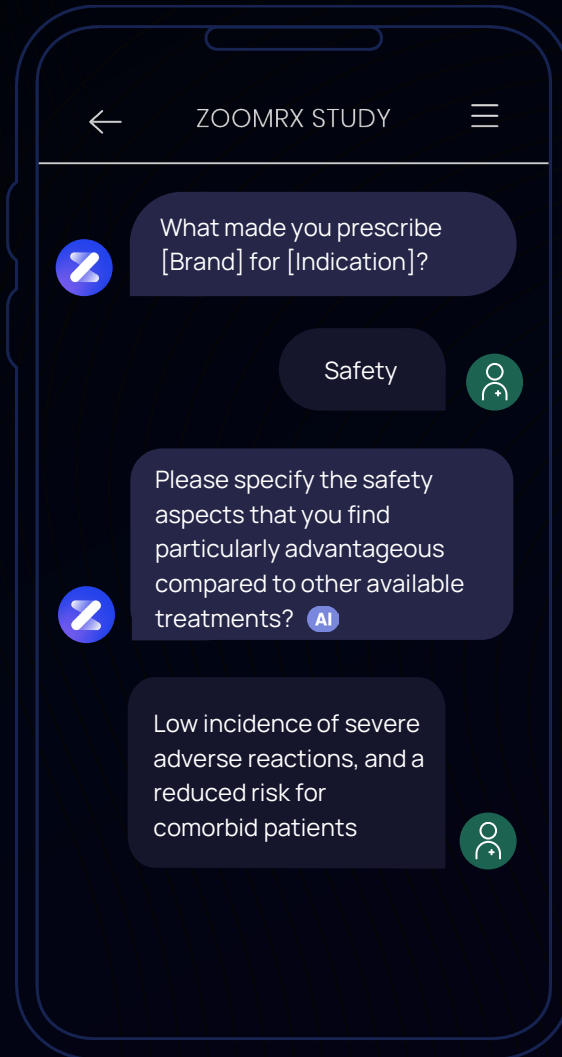
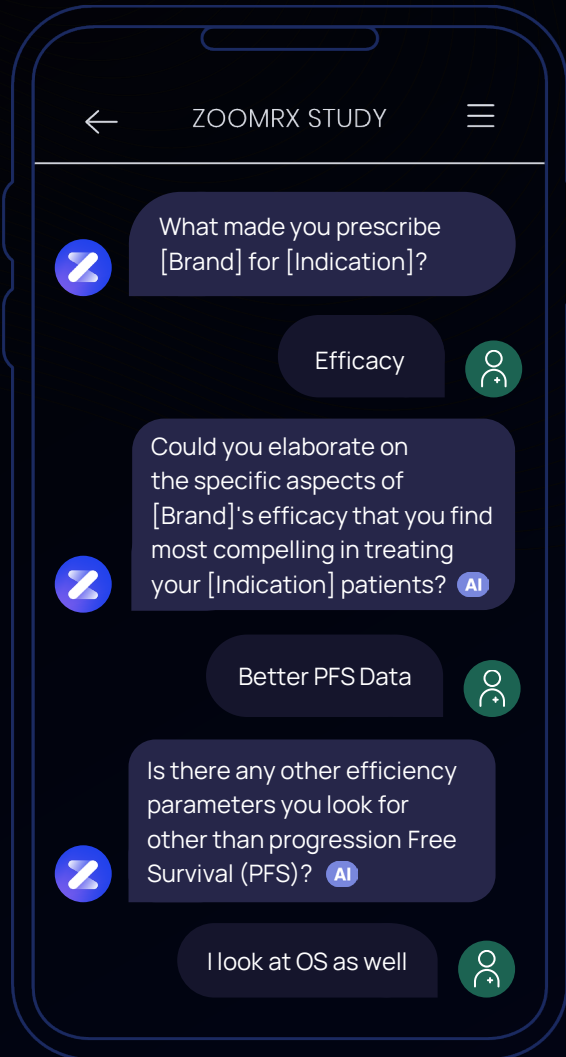
Sagan Answers

Message Lab



NATURAL CONVERSATION

DYNAMIC DIALOGUES: TEXT



DYNAMIC DIALOGUES: VOICE

System Prompt

Now, let's talk about treatment decisions:
What are the 1 - 2 most important factors that shape treatment decisions for narcolepsy patients? What considerations are most influential in helping select treatments for your patients?

START INTERVIEW

END INTERVIEW



Now, let's move on to treatment decisions. What are the one to two most important factors that shape your treatment decisions for narcolepsy patients? What considerations are most influential in helping you select treatments for your patients?

WATCH VIDEO

For example, how much this is affecting their jobs and they're getting in trouble at work. That might mean that I have to treat them more quickly or aggressively and more long-term. I think the second thing that's important is previous things that have not worked.

So, what line of therapy have they come to my office already on treatment? That'll help guide the treatment first steps there.





LIMITLESS SCALE

TRADITIONAL SURVEY VS. SAGAN CONVERSATIONAL SURVEY

TRADITIONAL EXPERIENCE

1 Please select the state in which you practice.

No Answer

SAGAN EXPERIENCE

🗣️ Please tell me about your practice and responsibilities.




STOP INTERVIEW

WATCH VIDEO

PROFILE INFORMATION

- | | |
|--|---|
| ✓ Specialty
Haematologist Oncologist | ✓ Years of Experience
12 years |
| ✓ Practice Setting
Academic | ✓ Patient Load
100 per month |
| ✓ Geography
Georgia | ✓ Indications Treated
CLL, AML, CML |

PATIENT SCRIBE: CONVERSATIONAL PATIENT CHART AUDIT STUDY

 Please enter the voice-controlled interview mode, once you have the Type 2 Diabetes patient chart ready.



STOP INTERVIEW

WATCH VIDEO

Chart Completion

60 %

PATIENT DEMOGRAPHICS

- Gender Male
- Age 81 years
- Height & Weight 198 Pounds, 66 inches
- Race/Ethnicity White
- Insurance Medicare
- Residence Elkhart, Indiana

CONDITION

- Symptoms None
- Severity Moderate
- Comorbidities Coronary Artery Disease, Hypertension, Hyperlipidemia.

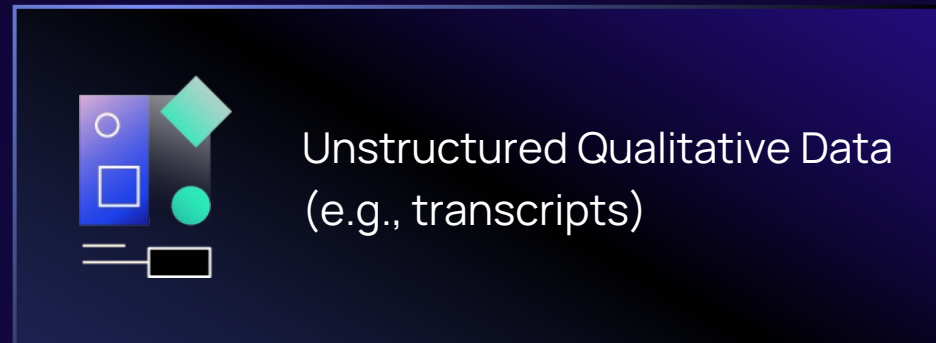
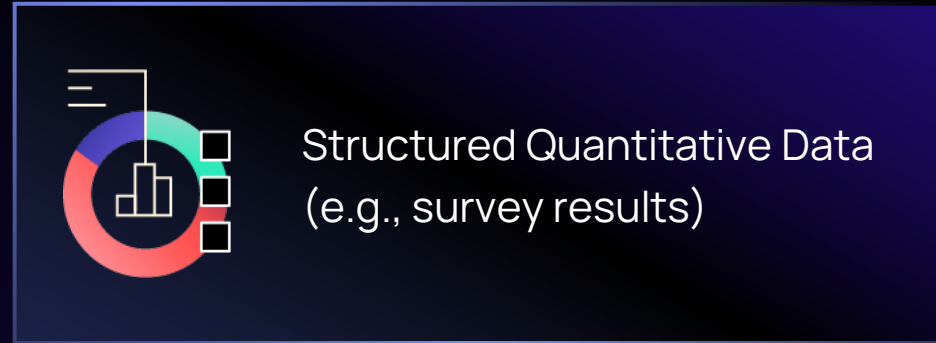
TREATMENT INFORMATION

- Reason of Visit
- Current Treatment Name
- Current Treatment Dose & Frequency
- Current Treatment Decision
- Other treatments considered
- Reasons for considering other treatments

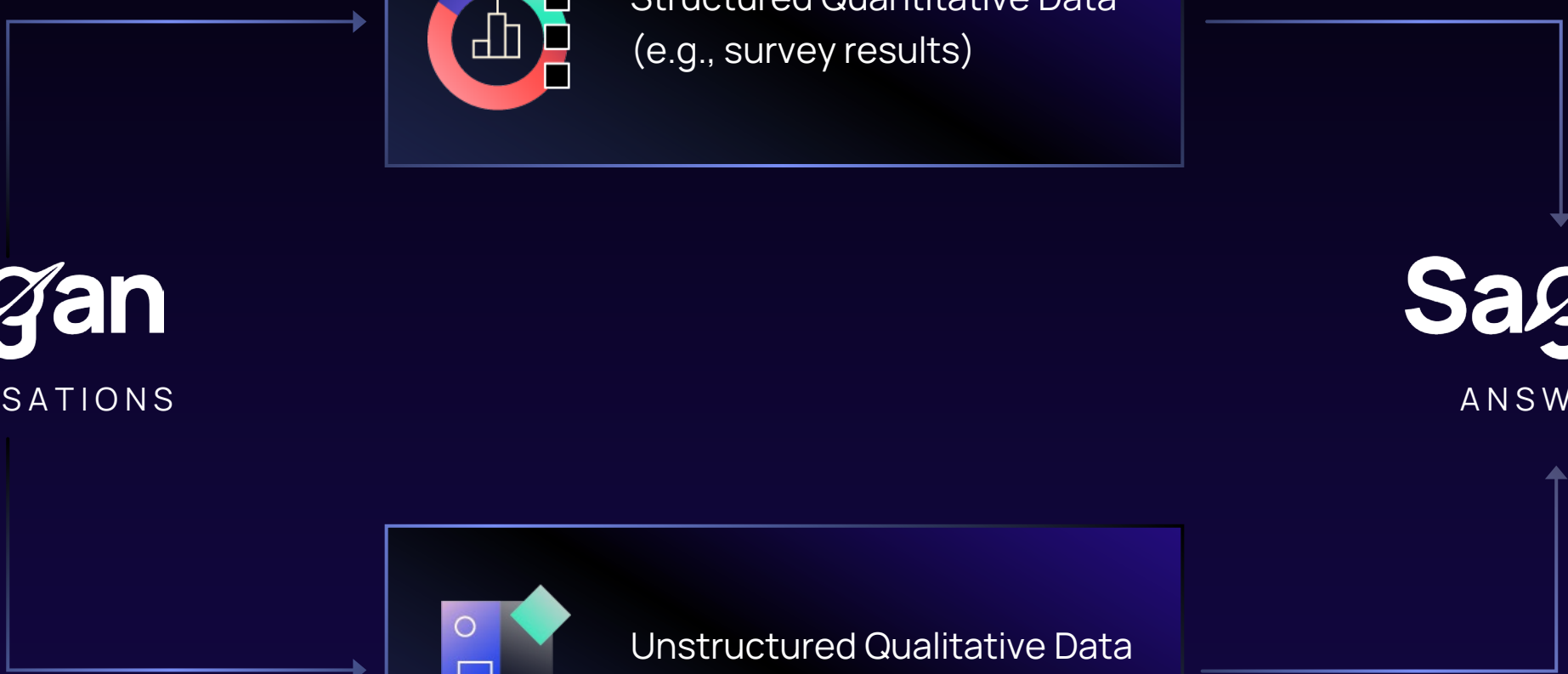
SAGAN ANSWERS

Answers to all your research questions. All you need to do is ask.


Sagan
CONVERSATIONS



Sagan
ANSWERS




INSTANT ANSWERS VIA SAGAN ANSWERS

 Welcome to Sagan Answers! Discover your next breakthrough.

Create an interactive dashboard describing the recent wave of obesity conversations|



 Code Interpreter



WATCH VIDEO

Message Lab: Going Beyond Measurement

Elevate the promotional strategy by *transforming* underperforming messages into *high-impact* communications



- In current PETs, messages that fall into the “High Recall” and “Low-Effectiveness” quadrant cannot be acted upon
- **Message Lab** provides a way to optimize these messages through data-driven & human augmented approach

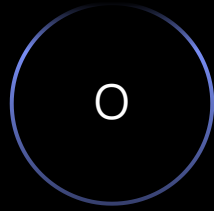
“SOLVE” Message Optimization with Message Lab

Human-augmented approach for robust measurement & Benchmark-powered optimization to *transform HCP Promotional Messaging at speed*



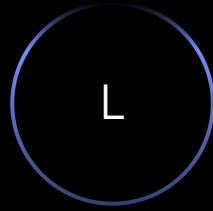
STUDY MESSAGE PERFORMANCE

PETs help track message performance across multiple dimensions for gap analysis



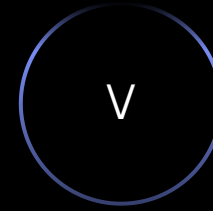
OPTIMIZATION RECOMMENDATION

Recommendations by Benchmark powered **Message Lab**



LOOP IN HUMAN AUGUMENTATION

Human experts work with the optimization engine to fine tune recommendations



VALIDATE RESULTS INSTANTLY

Validate using Agile Follow-ups with Highlighters & Voice Responses



EXECUTE TACTICS

Execute Promotional Tactics by optimizing messaging at speed

STEP TWO

Continuous Intelligence Platform

Four Components. One Compounding System.

One base platform. Three optional modules. Each one amplifies the others.

BASE PLATFORM

Data Archive Intelligence

Your entire research history — quant datasets, qualitative reports, claims, CRM — searchable and synthesizable by AI agents.

MODULE

ZoomRx Market Intelligence

15+ years of continuously updated market context — competitor signals, clinical data, commercial intelligence — from day one.

MODULE

Market Live

AI-driven market simulation. Thousands of synthetic agents — physicians, patients, payers — grounded in real data. Run scenarios, not studies.

MODULE

Agentic Market Research

End-to-end AI-powered survey design, fielding to 60K+ HCPs, and analysis. Research question to strategy deck in days.

A Day in the Life

Monday morning. Your market just shifted. Here's how your team responds with Sagan Agents.



Monday Morning: An Alert

A brand director opens Sagan Agents. Three alerts from the weekend: a competitor label expansion, a shift in physician sentiment, and a new Phase 2 readout from a European congress.

Each alert includes impact estimates, source attribution, and one-click actions.

ZoomRx Market Intelligence

The screenshot displays the Sagan ZoomRx Market Intelligence dashboard. At the top, the Sagan logo is on the left, and navigation links for 'Data Archive Intelligence', 'ZoomRx Market Intelligence', 'Market Live', and 'Self-Serve MR' are in the center. On the right, there are status indicators for '2 Active', a notification bell with '3' alerts, a 'Copilot' button, and 'Sagan Insights SA'. Below the header, the page title is 'ZoomRx Market Intelligence' with a subtitle 'Real-time intelligence feed for competitor signals, label changes, forecast variance, and emerging clinical data.' A filter bar shows 'Alerts 3' and 'Research Companion'. A summary row contains four cards: '1 Critical Alerts', '1 Warnings', '1 Informational', and '2h ago Last Updated'. The main content area features three alert cards. The first, 'Competitor Label Expansion' (High Confidence, 2 hours ago), describes a competitor's label expansion in the EGFR+ NSCLC class, with an impact of '+1.8pp share risk' and source 'ZoomRx Intelligence Feed + FDA label database'. It includes buttons for 'View Context', 'Ask Copilot', 'Run Simulation', and 'Launch Pulse Survey'. The second, 'Forecast Variance Detected' (Medium Confidence, 6 hours ago), notes weekly claims data 7% below Q3 forecast, with an impact of '-7% vs. Q3 plan' and source 'Internal CRM + Claims data'. It includes buttons for 'Explain Variance', 'Ask Copilot', and 'Run Simulation'. The third, 'ASCO Congress Readout — Emerging Clinical Data' (Medium Confidence, 1 day ago), reports a late-breaking abstract about an 18-month OS data pipeline, with an impact of 'Potential perception shift in 1L EGFR+' and source 'ASCO abstract database + KOL social listening'. It includes buttons for 'View Abstract Context', 'Ask Copilot', and 'Design Message Test'. The Sagan logo is at the bottom left.

Instant Context from the Archive

She clicks the alert. The platform has already pulled context: the last three ATU waves, a message testing study, brand tracker data, and claims-based prescribing trends.

She asks the copilot a follow-up question. It searches across the full archive and synthesizes a response with source citations.

Data Archive Intelligence

- Cross-study synthesis in minutes
- Citation-linked to source material
- Natural language copilot interface

The screenshot displays the Sagan Data Archive Intelligence interface. At the top, the Sagan logo is visible, along with navigation tabs for 'Data Archive Intelligence', 'ZoomRx Market Intelligence', 'Market Live', and 'Self-Serve MR'. A notification bell icon shows '2 Active' alerts, and a 'Copilot' button is present. The main heading is 'Data Archive Intelligence', with a subtitle 'Query across 4,984 records — primary research, CRM data, claims, sales & field force data, forecasting models, field notes, and more.' Below this is a search bar with the placeholder text 'Query your data archive... e.g. "RYBREVANT market share trends in EGFR+ NSCLC" or "claims data for 2L+ NSCLC"'. A filter bar includes 'Oncology' (selected), 'NSCLC', 'EGFR+', 'ATU', 'PET', '2024-2025', 'PowerPoint', 'Survey Data', and 'Qualitative'. Summary statistics show: 4,984 Total Records, 2,847 Research Studies, 1,279 CRM & Claims Records, 1,240 Survey Datasets, and 12,400 Knowledge Graph Entities. On the left, a sidebar lists filters for 'THERAPEUTIC AREA' (Oncology: 1,842; NSCLC: 487; Breast Cancer: 312; Prostate: 198; Multiple Myeloma: 245; Bladder / Urothelial: 142; Other Oncology: 458; Immunology: 524; Neuroscience: 312; Cardiovascular: 169) and 'STUDY TYPE' (ATU: 624; Promotional Effectiveness: 418; Patient Chart Audit: 356; Message Testing: 289; Qualitative Study: 512; Demand Estimation: 198; Treatment Sequencing: 145). The 'VENDOR' section lists ZoomRx (1,245), Kantar (412), and Ipsos (356). The main content area shows 'Showing 487 records in NSCLC' with a 'List' view selected and 'Sort: Most Recent'. Three record cards are visible: 1. 'RYBREVANT + LAZCLUZE' (FEATURED) - PET Report - Q4 2025, 'Promotional effectiveness tracker measuring awareness, trial, usage, and satisfaction for the RYBREVANT+LAZCLUZE combination in EGFR+ NSCLC.' 2. 'NSCLC Treatment Landscape ATU 2025' - ATU Study - Q3 2025, 'Comprehensive awareness, trial, and usage study across all NSCLC treatment lines including immunotherapy combinations.' 3. 'IO Competitive Perception Study Q3'25' - Perception Study - Q3 2025, 'Physician perception of immuno-oncology agents including efficacy, safety, and access perceptions in NSCLC.' Each card includes a 'Launch Pulse Survey' button. A fourth card, 'ADC Awareness & Trial Intent' (ATU - Q2 2025), is partially visible.

The Platform Finds What's Missing

The Research Companion flags a gap: physician switching intent data is eight months old — predating the label expansion.

It recommends a rapid pulse survey and presents a draft brief. She approves with minor edits. The platform handles the rest.

Research Companion

- Automated gap detection across all data
- Draft research briefs generated instantly
- Stale data flags with refresh recommendations

The screenshot displays the Sagan ZoomRx Market Intelligence dashboard. The top navigation bar includes the Sagan logo, menu items like 'Data Archive Intelligence', 'ZoomRx Market Intelligence', 'Market Live', and 'Self-Serve MR', and user-related elements like '2 Active', 'Copilot', and 'Sagan Insights SA'. The main content area is titled 'ZoomRx Market Intelligence' and provides a real-time intelligence feed for 'J&J Oncology'. It features a 'Research Companion' section with 'Data Gap Detection' identifying four gaps: 'EGFR+ switching intent data is 8 months old', 'No 2L+ payer access data since formulary changes (Q4 2025)', 'Community oncology message recall benchmarks unavailable for 2026', and 'Patient journey mapping has no data post-label expansion'. Below this is a 'Stale Data Flags' table and a 'Draft Research Briefs' section with two briefs: 'EGFR+ Switching Intent Pulse Survey' (High priority) and '2L+ Payer Access Refresh' (Medium priority).

STUDY / DATASET	TYPE	LAST UPDATED	STATUS
EGFR+ NSCLC Switching Intent Survey	Primary Research	Aug 2025	8mo old
Payer Access Landscape — Oncology	Claims Data	May 2025	11mo old
Community Onc. Message Recall	Primary Research	Jun 2025	10mo old
NSCLC Patient Journey v3	Primary Research	Sep 2025	7mo old

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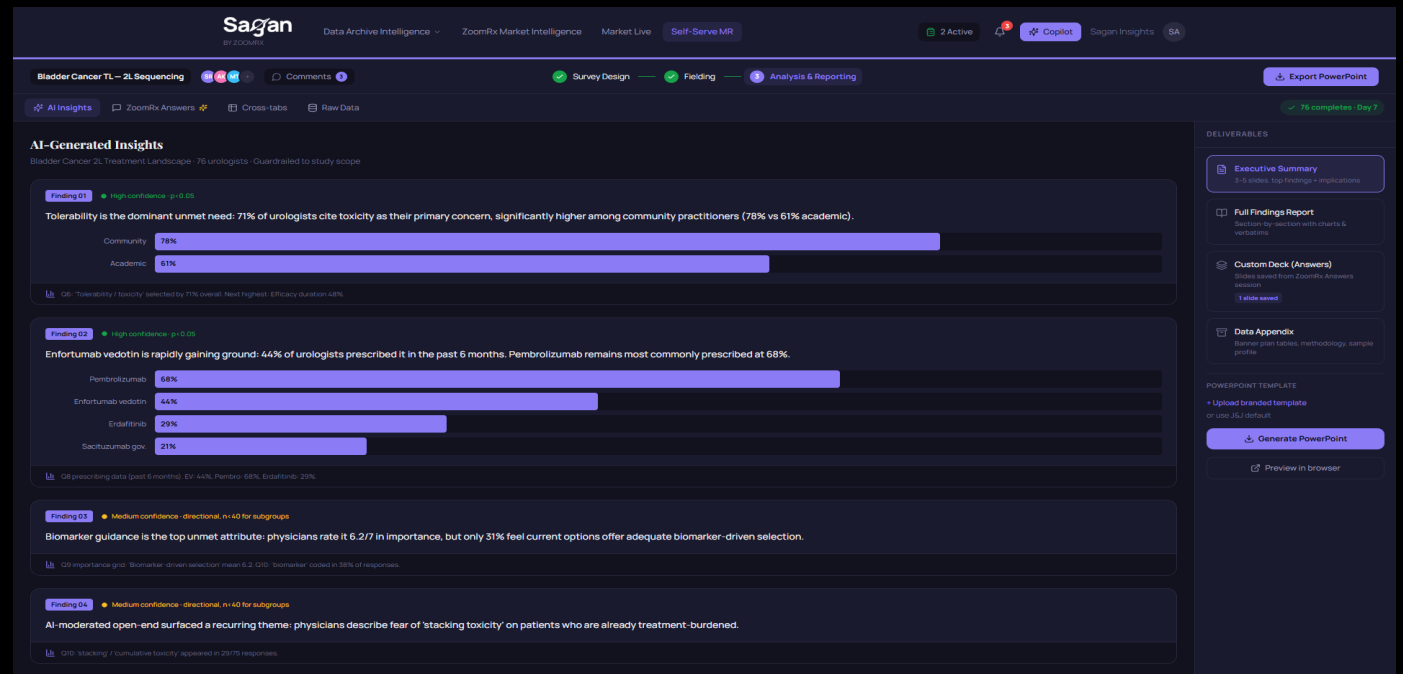
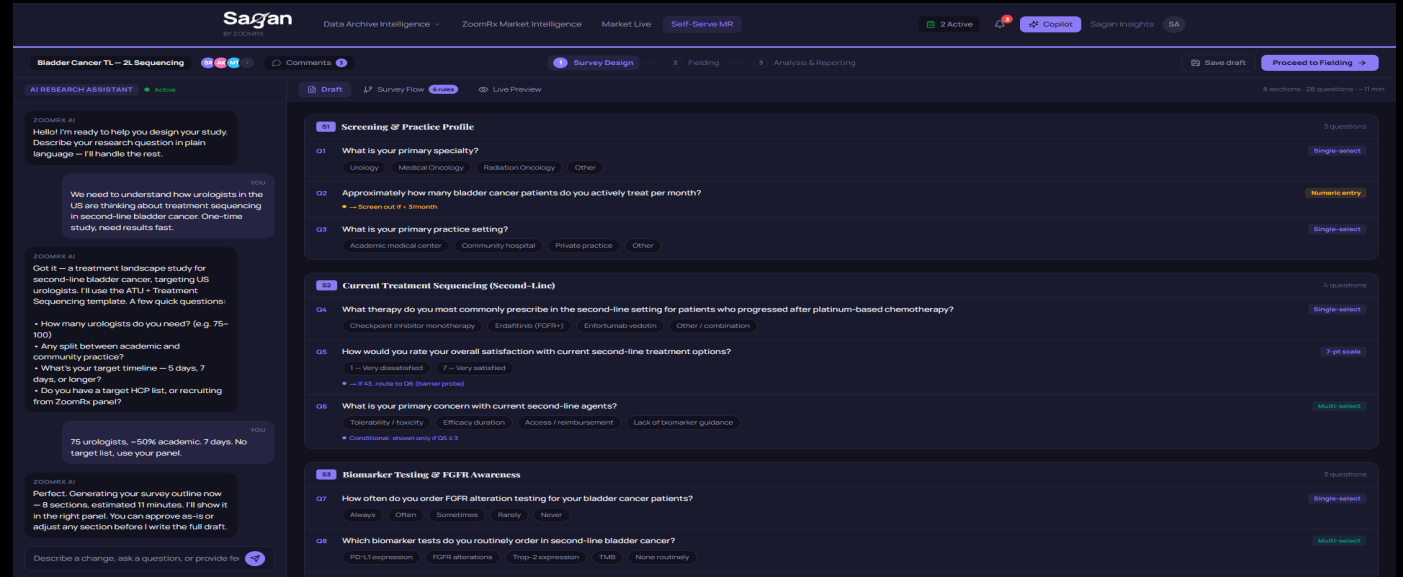
Primary Research in Hours

The approved survey routes to ZoomRx's 60K+ HCP panel. Fielding begins within seconds. Interim results stream back in real time.

When complete: auto cross-tabs, statistical tests, open-end coding, and a presentation-ready deck — all generated automatically.

Agentic MR

- 1 Design** AI drafts instrument from your brief
- 2 Field** Launch to 60K+ HCPs. Real-time monitoring.
- 3 Analyze** Auto analysis + deliverable generation



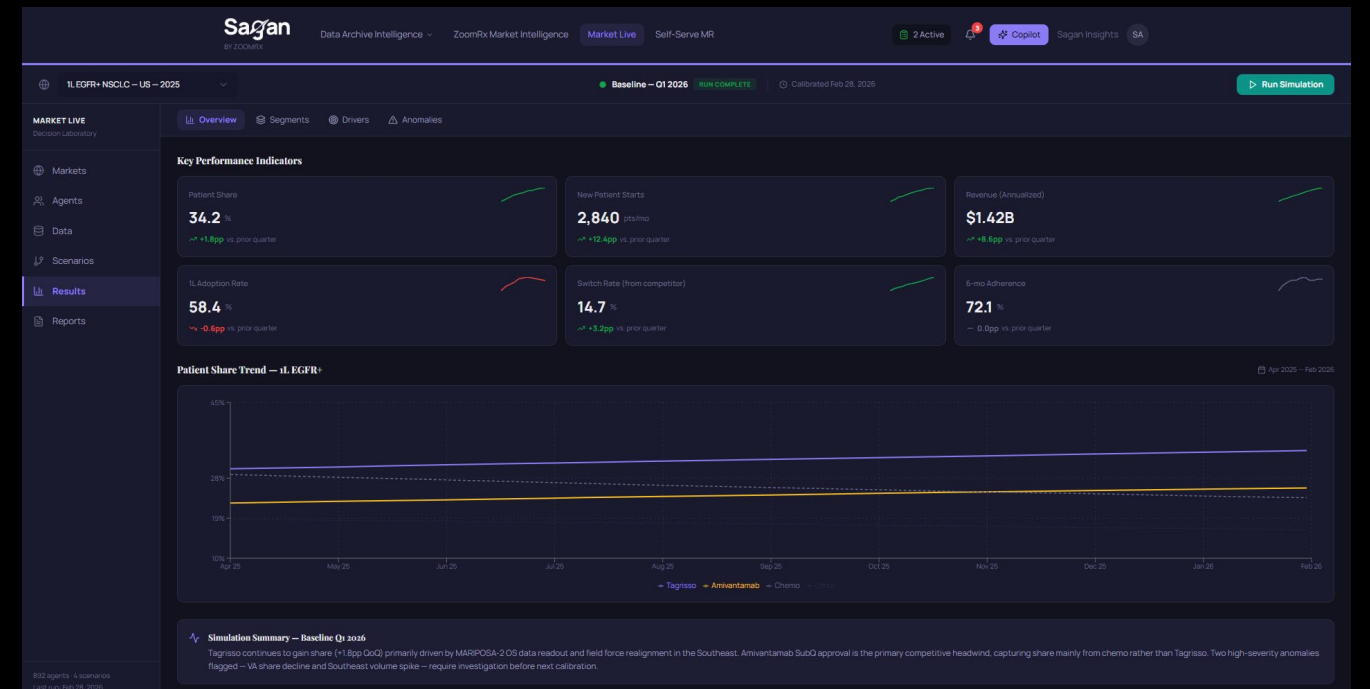
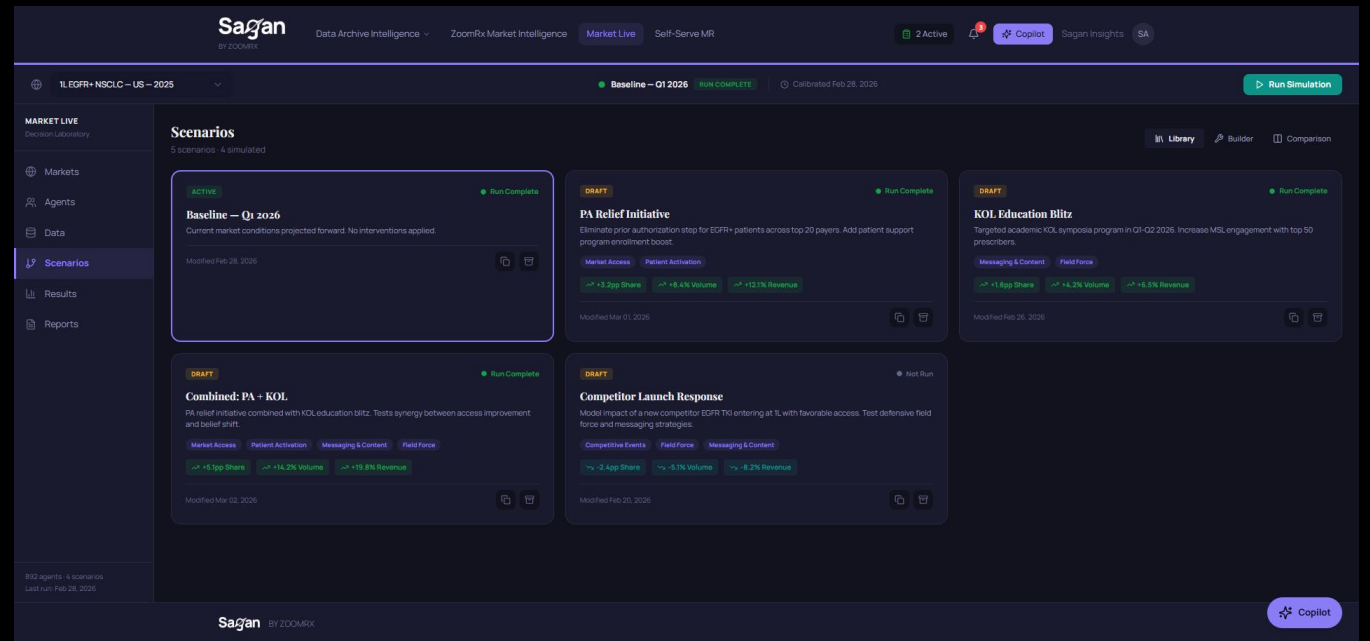
Run Scenarios, Not Studies

She opens Market Live and runs two scenarios: competitor launches with current access vs. improved formulary positioning.

The simulation — grounded in real claims data, field activity, and physician preferences — produces projected market share trajectories by segment.

Market Live

- 892 synthetic physician agents per market
- Calibrated against real prescribing data
- Share projections by segment and region
- Auto-generated scenario comparison reports



Hours. Not Weeks.

Before Tuesday's brand team meeting, the platform generates a briefing deck: the competitive signal, claims-based prescribing trajectory, MR historical context, simulation results under both scenarios, and preliminary findings from the pulse survey – which already hit 60% of target completes.

BEFORE

Commission competitive audit (Vendor A) – 4 weeks

Commission pulse survey (Vendor B) – 6 weeks

Request claims analysis (Vendor C) – 3 weeks

Assemble findings into deck – 1 week

Total: 6-8 weeks, 3 vendors, \$500K+

WITH SAGAN AGENTS

Alerts surface the signal automatically

Archive delivers historical context instantly

Pulse survey fields and returns in hours

Market simulation runs in minutes

Total: 24 hours, 1 platform, 1 login

The Compounding Effect

Each module amplifies the others. Together, they replace the project-by-project model with a compounding intelligence system.

25–35%

fewer primary
research waves

10X

faster scenario
testing

35–45%

cost reduction
per study

15+ yrs

of market context
from day one

The Archive reduces the need for new studies. Market Live replaces studies with simulations. Agentic MR makes remaining studies radically faster and cheaper. Market Intelligence gives every agent richer context.

Four Things Working Together

Proven AI Products

Enterprise AI platforms shipping in life sciences today – not concept decks. 1,600+ users at a single top-20 pharma.

15+ Years of Proprietary Data

60K+ HCP panel. Longitudinal brand trackers, ATU studies, claims data, competitive intelligence. Data that cannot be licensed or replicated.

Deep Domain Expertise

500 employees spanning technology, consulting, and data ops. Innate understanding of the insight quality commercial teams expect.

Vertically Integrated

The platform that identifies a knowledge gap is the same platform that fields research to fill it. ZoomRx controls the entire loop.

The Future of Life Sciences
Intelligence with

Sagan Agents BY ZOOMRX