

Sagan Agents
BY ZOOMRX

An AI-Driven Voyage to the Frontiers
of Customer Insights & Analytics



Agenda

SAGAN AGENTS OVERVIEW

STRATEGIC INSIGHTS AGENTS

CONTINUOUS INTELLIGENCE LOOP

Q & A





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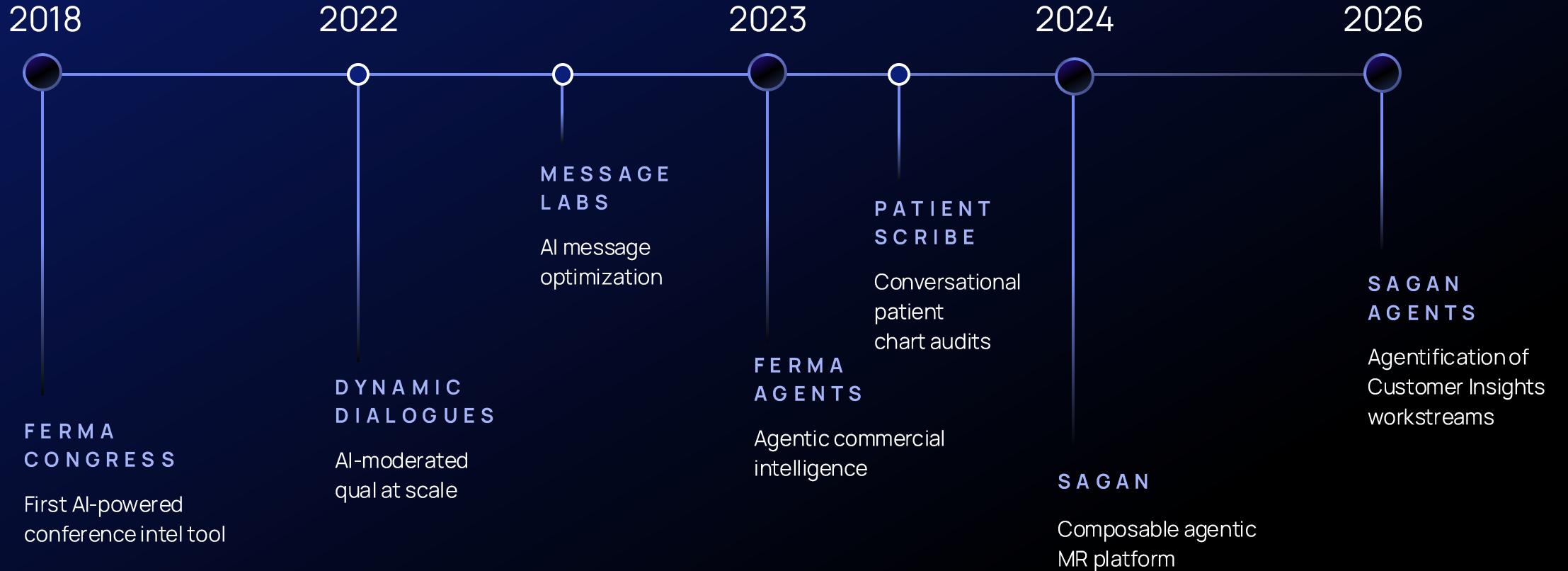
Somewhere,
something
incredible
is waiting to be
known.

~ *Carl Sagan*

OUR AI HERITAGE

7+ years of AI in Insights

Built, shipped and scaled



THE PROBLEM

The Insights Budget Dilemma

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

\$1-5 M+

PER BRAND, PER YEAR

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

6-12 weeks

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.



Sagan Agents
BY ZOOMRX

Three Components.
One Compounding System.

Sagan Agents

BY ZOOMRX

Three Components. *One Compounding System.*

One platform. Three independent modules. Each one amplifies the others.



EXISTING LIBRARY + CUSTOM BUILT

Strategic Insights Agents

Purpose-built agents to accelerate and amplify any customer insights workstream. Segmentation, message testing, patient journey, forecasting, brand health assessment, competitor tracking, synthetic personas, and more. Built on the Sagan Agents composable skills framework. You describe the workflow, we create the agent.



BASE PLATFORM

Data Archive Intelligence

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



BASE PLATFORM

Agentic Market Research

End-to-end AI-powered survey design, fielding, analysis, and reporting. Research question to strategy deck in days.



Identify any *Commercial Workflow* in days.

Reusable skills library + consistent and repeatable build framework.



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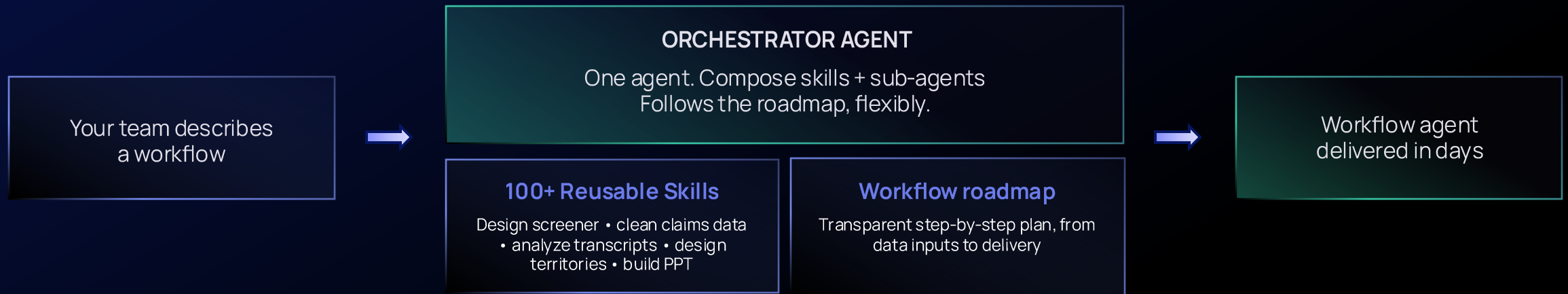
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THE PROCESS

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REUSABLE SKILLS + SUB-AGENTS

100+ pre-built capabilities - survey design, qual fielding, message scoring, deck generation, data archive querying, and more. Every new agent inherits most of what it needs from the library.

Speed. New agents start mostly built.

ROADMAP-DRIVEN FRAMEWORK

Every agent follows a transparent, step-by-step plan from brief to delivery. The roadmap is visible to both the user and the system at every step.

Predictability + auditability. Not a black box.

SINGLE-AGENT ORCHESTRATOR

One agent coordinates the whole workflow - composing skills, calling sub-agents, following the roadmap, maintaining context across steps. Users can go back, change a decision, and the agent picks up cleanly.

Continuous, flexible conversation. Not rigid pipelines.

SAGAN AGENTS Homepage

Sagan Agents

Good morning, Ty.

Purpose-built agents running on a continuously-improving data archive. For any agent, walk through a pre-completed sample or start a new session.

Continue View all conversations (61) ▾

DATA ARCHIVE 2d ago
First-line Patient Share Myeloma
OPEN

DATA ARCHIVE 2d ago
Analysis – Multiple Myeloma Mini-ATU
OPEN

MARKET RESEARCH 2d ago
Mini-ATU Multiple Myeloma
OPEN

Start something new 6 agents Live

AGENT
Message Testing
Build segment-specific message portfolios. Test against HCP personas grounded in real-world primary and secondary data, benchmarked on 15+ years of effectiveness data.
4-8 min · personas + portfolio
[Start →](#) [Resume \(3\) ▾](#)

AGENT
Standalone Personas
Start a freeform conversation with one of five HCP personas. Drill into source quotes behind every response. Toggle Supercharge for ZoomRx evidence overlay.
2-4 min · 5 personas live
[Choose persona →](#) [Resume \(29\) ▾](#)

AGENT
TPP Testing
Pressure-test draft Target Product Profiles against HCP personas before commercial commits. Pick readouts, edit any attribute, inject the TPP into peer-to-peer persona conversations.
5-9 min · MajesTEC-7 ready
[Start →](#)

THE Three-Pane AGENT FRAMEWORK

The screenshot displays the Messaging Copilot interface, which is organized into three main panes:

- Left Pane (Composable Skills Roadmap):** A vertical navigation menu with sections: BRIEF (01 Brief), BUILD & TEST (02 Build, 03 Test with Personas, 04 Insights), ORDER AND BENCHMARK (05 Refine & Order, 06 Message Labs Scoring), and DELIVER (07 Deliverables). The 'Deliverables' item is currently selected.
- Center Pane (Interactive Workspace):** Titled 'Final Output - v1', it shows 'Deliverables' with download options for PPT and Excel. It features a 'Message portfolio' section for 'DRUG A DOMINANT' containing four numbered insights (01-04) with associated tags like EFFICACY, CARDINAL, and SAFETY_POSITIONING.
- Right Pane (Agent Chat):** A conversation window showing a 'Ready' status and a message: 'Two very different stories for two very different prescribers...'. Below the message are download links for 'Final Deliverable - PPT (v1)' and 'Final Deliverable - Excel (v1)'. At the bottom, there is a text input field with a submit button.

COMPOSABLE SKILLS ROADMAP

INTERACTIVE WORKSPACE

AGENT CHAT



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THE SOLUTION

The Continuous Intelligence Loop

No more 6-week project cycles. Continuously identify knowledge gaps and autonomously



The system gets smarter with every cycle.

Cycle 1 fills the biggest gaps. Cycle 2 finds the next ones. Cycle N reveals what no one had thought to ask.

THE PLATFORM

Data Archive Intelligence

All your data. All in one place. Instantly accessible.



01

Ask

Query your entire research history in plain language – quant datasets, qualitative reports, claims, CRM. All sources, one conversation.



02

Answer

Sourced, cited responses. Every data point traceable to the original deck, dataset, or transcript – defensible under scrutiny.



03

Deliver

Go beyond answers. Agents generate PowerPoint decks, Excel analyses, and Word briefs – ready for your workflow, not just your inbox.

Most AI stops at the answer. Sagan Agents creates the deliverables you need, in the format your stakeholders demand. (PPT, Excel, Word, etc.)

THE PLATFORM

Agentic Market Research

From business questions to report in days, not weeks.

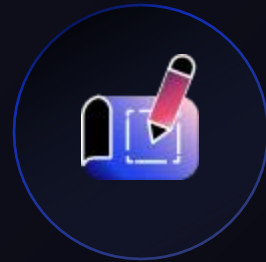


STAGE 1

Identify

True data gaps, not perceived gaps. Your archive knows your entire organization, not only your immediate team.

Seconds

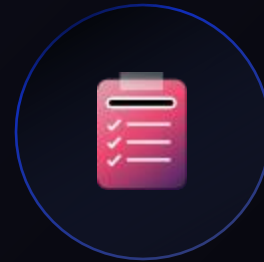


STAGE 2

Draft

Business question to ready-to-field research instrument. Survey, discussion guide, or hybrid — your choice.

Minutes



STAGE 3

Field

AI-moderated qual or survey-as-conversation, direct to ZoomRx's customer panels OR to synthetic audiences. Insights in days or hours.

A weekend



STAGE 4

Enrich

Autonomous, real-time AI analysis and deliverable creation. Results feed your Data Archive so every cycle is smarter than the last.

Automatic

Full Conversational AI (qual+quant) studies in days. The archive learns from every study.

THE KEY

What makes Sagan Agents different?

1. **Human-in-the-loop co-discovery approach** enhances, rather than replaces, human expertise
2. Only agentic platform that can organize your intelligence + **generate new intelligence on-demand** via ZoomRx's proprietary customer panels
3. Any custom workflow can be **agentified in days**, facilitated by composable skill library

THE RESULT

Hours. Not weeks.

What traditionally required months, multiple vendors and six-figure budgets now happens inside a single platform in a single day.

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 — 2 weeks

TOTAL

8+ weeks, 3 vendors, \$500K+

With Sagan Agents

- Data Archive delivers historical context & analysis instantly
- Knowledge gaps are identified continuously
- Translate gaps into ready-to-field research in minutes
- Field immediately to ZoomRx panel via Conversational AI
- Results returned and analyzed in hours

TOTAL

24 hours, 1 platform, 1 login

WHAT'S NEXT

How can I experience Sagan Agents?

1. For a limited time and number of brands, ZoomRx will be providing FREE ACCESS to Sagan Agents in 2H'26
2. Simply email ty.harkness@zoomrx.com to request a free trial for your brand

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Biopharma Customer Insights

WITH

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Talk to us today.

ty.harkness@zoomrx.com

