A WHITEPAPER ON

# Improving Patient Centricity and Data-Driven Decision Making with Ferma Search for HCP-Patient Conversations

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ZoomRx

# Introduction

## The importance of a patient-centric approach in the pharmaceutical industry

In today's healthcare landscape, patient-centricity has increasingly become a focus for pharmaceutical companies. By prioritizing the needs and preferences of patients, companies can enhance their products and services, improve patient outcomes, and foster long-term customer loyalty. Innovations in AI/ML technologies can be used to considerably enhance our understanding of the patient experience by overcoming the analytical bandwidth challenges to make real-world datasets accessible. Ferma Search brings this technology to our HCP-Patient Conversation research to help brand teams achieve their patient-centric goals.

## HCP-Patient Conversations: Patient centricity starts with hearing your patients

Accurately understanding patient experiences is crucial for pharmaceutical companies to develop products and services that meet the evolving needs of their patients. ZoomRx's HCP-Patient Conversation Research captures authentic real world audio recordings of doctors' appointments as they happen in the exam room to get an unbiased and organic view on the patient experience. Traditional methods of assessing patient experiences, through qualitative research or surveys, often fall short in providing nimble and timely insights, but hearing genuine samples of the patient experience in real-time enables pharmaceutical companies to get closer to patients than ever before.

However, this research format comes with very real challenges in the analytical bandwidth needed to parse through unstructured conversation data. ZoomRx took a novel approach to this research format by deploying a custom web interface with regions of interest tagged in both the audio and transcript by our team of industry-expert consultants. This approach has been well received in the industry with broad adoption across therapeutic areas. We are constantly experimenting and working to integrate advanced tools and methodologies to our research offering.

## Introducing Ferma Search

ZoomRx has released an innovative AI platform named Ferma that leverages the power of natural language to revolutionize the way brand teams engage with life sciences information. Recently, we have integrated Ferma technology into HCP-Patient Conversation Research. Ferma Search leveraging these capabilities into a tool that can accurately parse clinical transcripts to find real quotes and summarize what it finds.

Using Ferma Search with our conversation dataset provides natural access to authentic examples much faster than with traditional search methods. Accompanying smart summaries give helpful context to quickly digest the sourced content. Our clients can leverage this AI tool to drastically reduce analysis burden and provide cost-effective access to data resources across functional teams. By streamlining the integration of real-world examples brand teams can better understand patient needs, preferences, concerns, and experiences, enabling them to integrate patient-centric strategies more effectively.

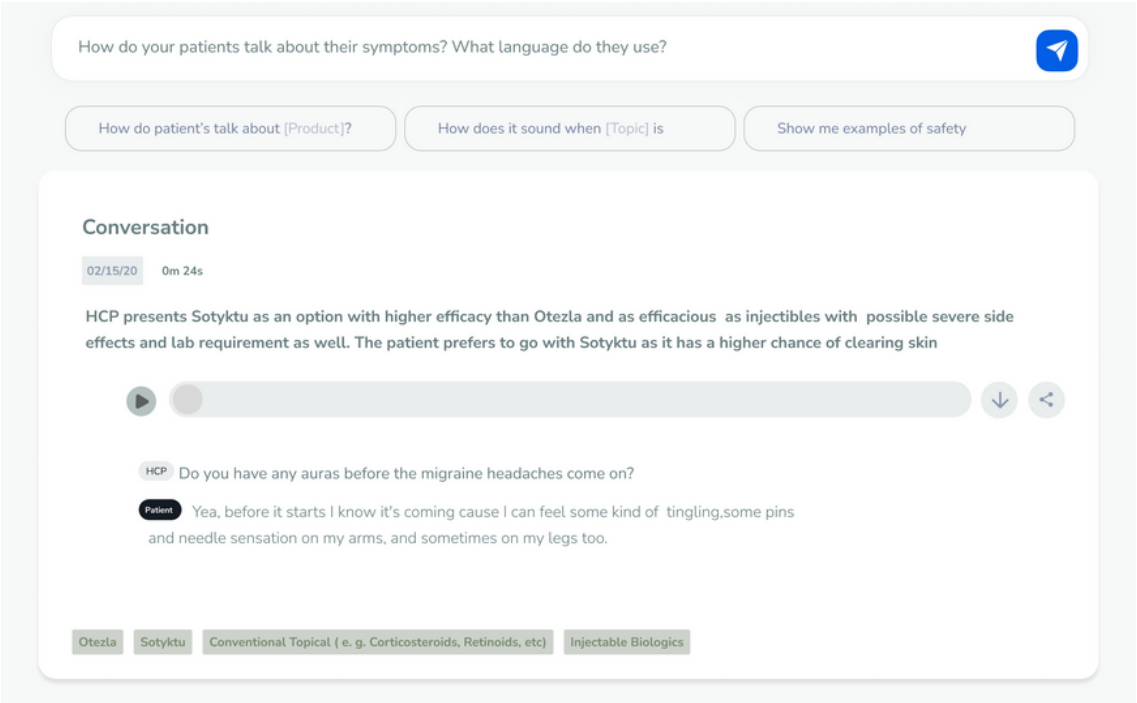
## Case Studies

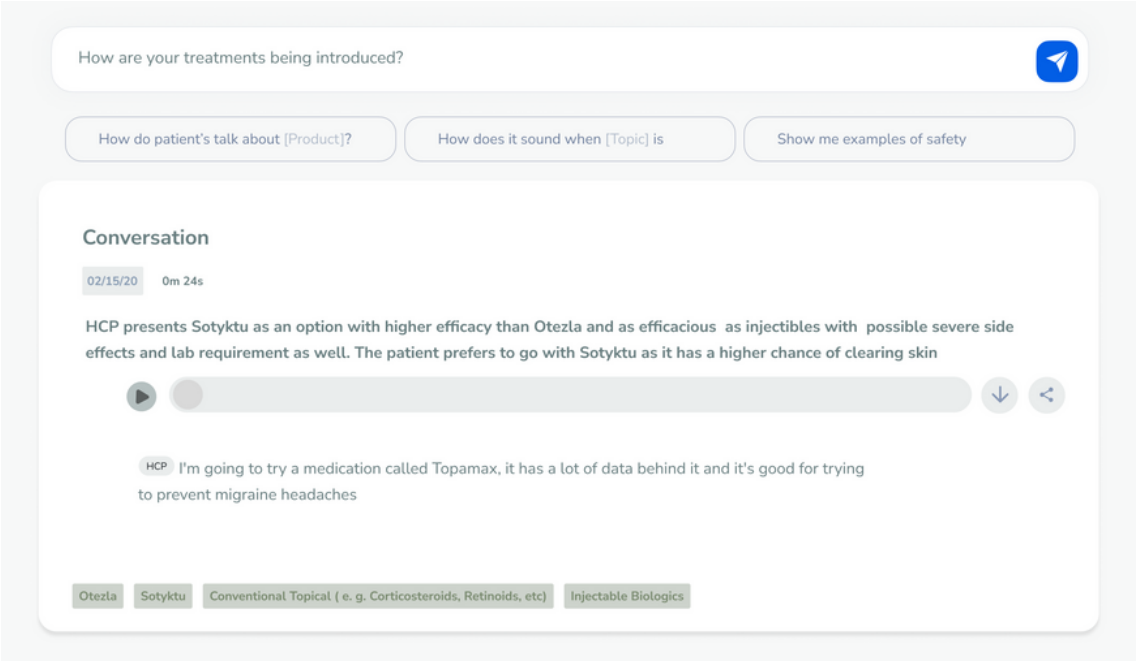
Let's look at some examples of how question-led data exploration via Ferma Search can reimagine how information is accessed and insights are pulled. Below are excerpts from *real-world* clinical conversations which were recorded during unscripted dialogue between doctors and their patients. These HCP-Patient conversations are collected across therapeutic areas and capture authentic, unbiased looks into key moments of truth throughout the patient journey.

### CASE STUDY: MIGRAINE

To start, let's first look at an example conversation with a patient experiencing migraines. With Ferma Search, rather than reading through the conversations we can jump right to the examples we're interested in:

*How does a conversation start? What leads to a treatment switch? And how are your treatments being introduced?*

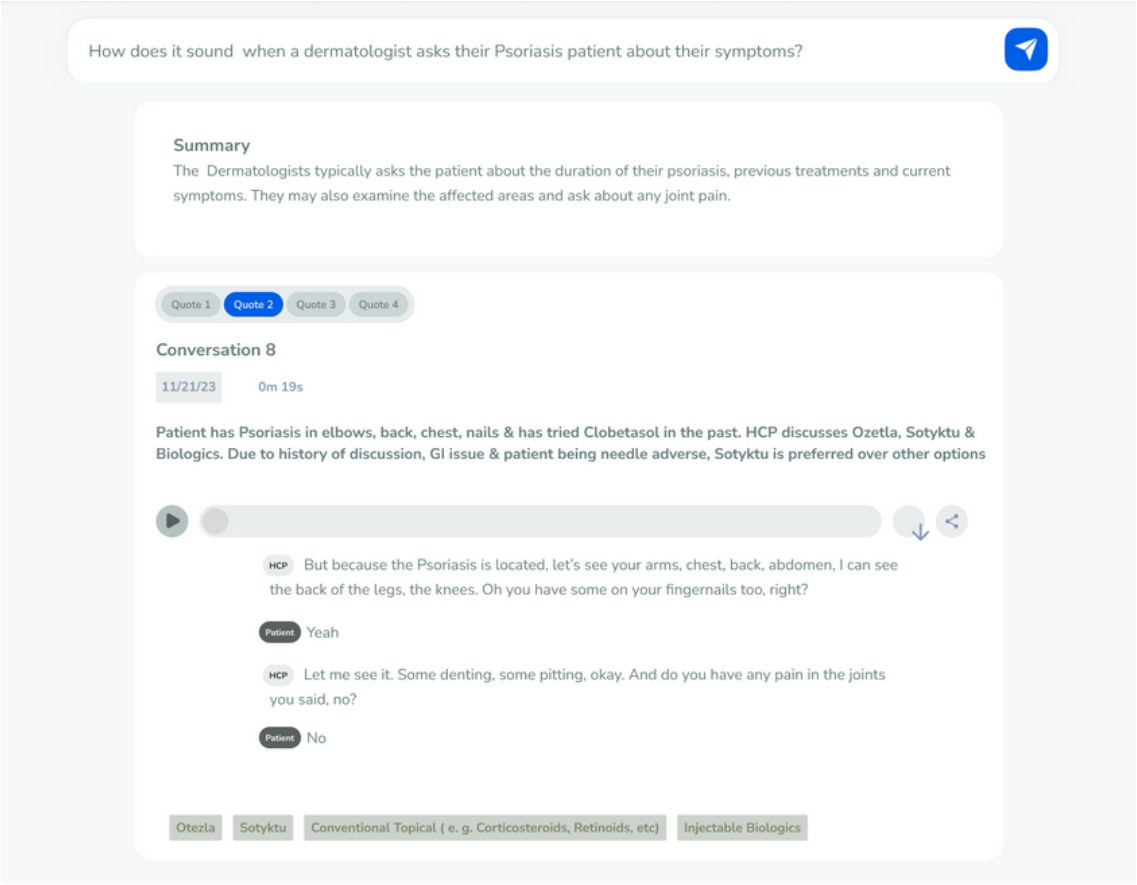


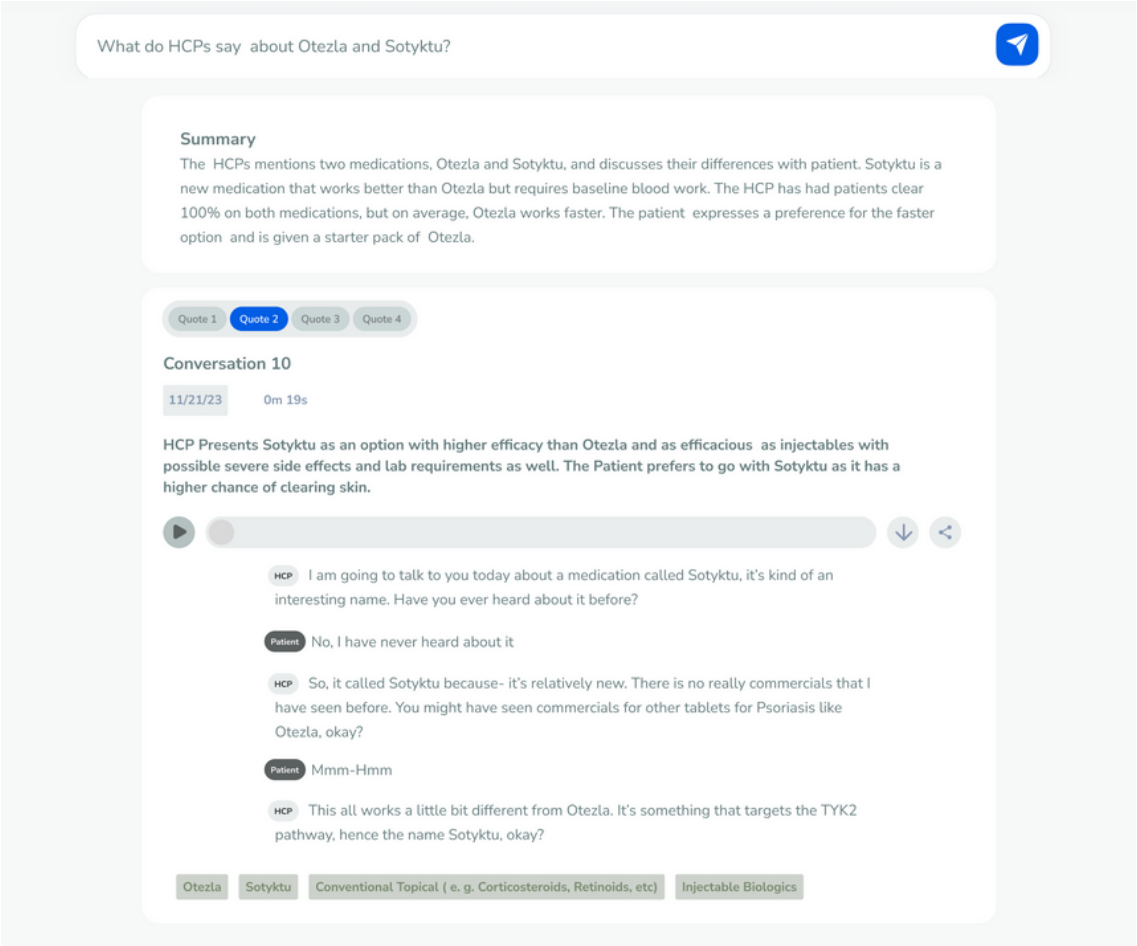



By experiencing a few relevant real-world examples, pharmaceutical companies can efficiently understand patient situations that inform messaging strategies. This can be achieved in a fraction of a time that it takes to listen to the source conversations and enable teams to foster a stronger connection between patients and your brands.

## CASE STUDY: PSORIASIS

Let's look at another conversation, this time in Psoriasis. Here we can look at the summary output provided by Ferma Search, it is a synthesized description of the search result along with the source quotes. This enhances how quickly we are able to digest information by providing context to the resulting quotes.






Ferma Search enables pharmaceutical companies to quickly and easily gain a comprehensive understanding of patient needs and preferences. Teams are then able to instantly share these findings and examples directly from within the portal as either a PowerPoint slide or URL. By giving a voice to real-world examples from points along the patient journey, companies can seamlessly take a patient-centric approach to develop innovative and tailored solutions to address specific patient requirements.

With its advanced capabilities, Ferma Search extracts precise quotes and direct insights that shed light on the challenges, preferences, and information-seeking behaviors of patients.

Integrating AI tools into real-world data is the key to unlocking a deeper understanding of experiences and revolutionizing the way life science professionals connect with their patients.

**To experience the power of Ferma Search first hand**

VISIT OUR DEMO PORTAL

**To schedule a live demo and explore how Ferma Search can benefit your organization**

CONTACT US

Leverage Ferma Search to unlock the full potential of real-world data, drive patient-centric strategies, and make data-driven decisions that positively impact patient outcomes and organizational success.