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PharmaNova – Field Force Effectiveness AI

An Autonomous Agentic AI that unifies customer, activity, payer, and marketing data, orchestrating omnichannel engagement and delivering real-time next-best-action recommendations to empower reps.

Business Challenges

Field teams operate in increasingly complex environments with fragmented engagement channels and rising productivity expectations while reps spend excessive time on manual planning and data navigation, limiting meaningful HCP engagement.

Key Capabilities

- AI-driven next-best-action recommendations with native CRM and Veeva integration for closed-loop execution

- Unified field intelligence integrating customer interactions, sales activity, payer access, and marketing data

- GenAI-powered field assistant delivering real-time guidance, summaries, and automated documentation

Business Impact

》》 **22% reduction in cost per acquisition through improved territory planning and reduced idle time**

》》 **8.5% increase in new prescriptions (TRx) via AI-led prioritization and NBA guidance**

》》 **15–20% improvement in field productivity with AI-curated call lists and automated summaries**

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