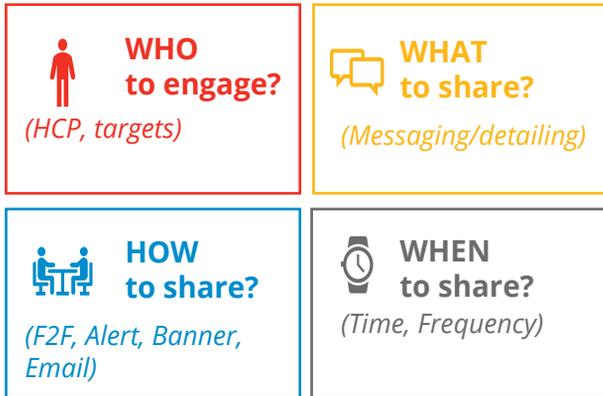


# Fractal Health Next Best Action

Reimagine healthcare professionals (HCP) engagement and sales representative support with Generative AI

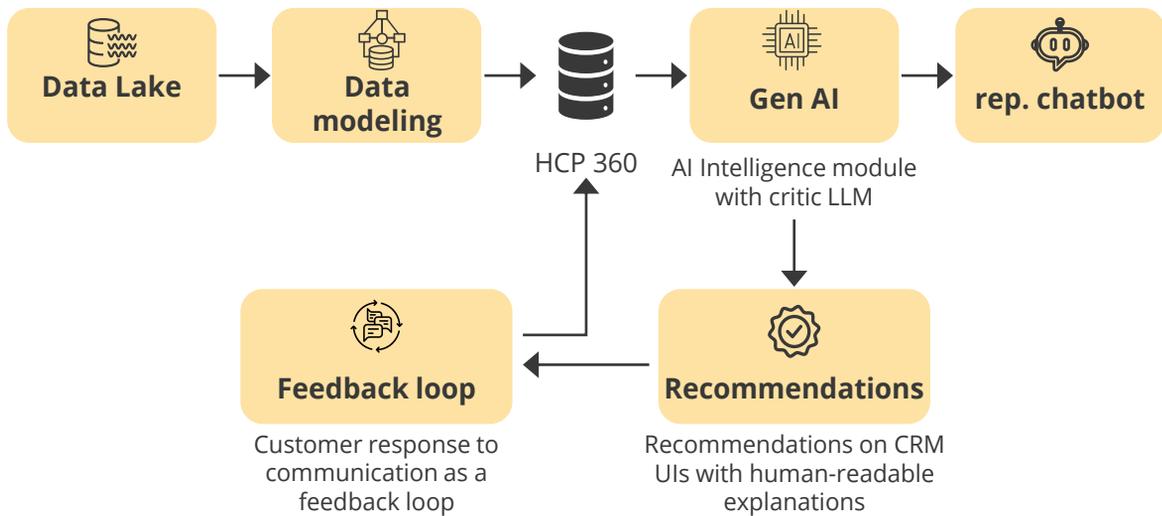


## What is Next Best Action?

Next Best Action is a GenAI solution that enables pharmaceutical companies to automate omnichannel orchestration. It is designed to optimize sales potential by delivering personalized recommendations and enhancing engagement with healthcare professionals (HCPs).

By aggregating data from diverse sources into a unified 360-degree profile of HCPs, Next Best Action effectively suggests the most relevant actions to take, thereby boosting conversion rates and driving overall performance.

## North-Star vision: Omnichannel NBA decision engine with Gen AI capabilities



## Empower your sales team with Fractal Health Next Best Action



### AI-powered assistance

Agent provides personalized insights for sales reps during HCP interactions.



### Human readable explanations

Clear explanations and a feedback loop enhance adoption and continuously refine suggestions.



### Prioritization

Easily connects with your existing analytics and CRM for a powerful, cohesive ecosystem

## Why Fractal Health Next Best Action ?

Discover the four key advantages that set the Next Best Action solution apart.

- **1 Customization and flexibility**

Integrate seamlessly with existing systems and can be customized as the business evolves
- **2 Whitebox solution and explainability**

Deployment in the client's AWS environment with full control & explainable recommendations
- **3 Third-party vendors data onboarding**

Seamless onboarding of 3PV data and dissemination of recommendations in 3PV channels
- **4 Long-term cost saving**

Save on customization and integration with in-house deployment

## Success story: A large pharmaceutical company personalizes global communication for better engagement and sales.

### Challenge

A leading pharmaceutical company wanted to prioritize and personalize global communication with healthcare professionals (HCP) for better engagement and sales. And enable reps for impactful meetings with HCPs

### Solution

Fractal implemented its Next Best Action solution to scale and customize user engagement along with a group of Gen-AI agents. The solution leveraged AWS services such as Redshift, DynamoDB, Bedrock and Amazon S3 to identify right set of HCPs, optimal channel combinations and accurate timing of interactions.

### Results

By deploying Next Best Action, our client was able to achieve measurable results.



**30% Increase**  
in accepted call rates



**5% Increase**  
in email open rates



**Rapid deployment in 5**  
global markets



### Why Fractal?

A data, ML, and AI specialist for over 24 years, Fractal is a recognized AWS Partner with the expertise to support you throughout your data and AI transformation journey.