orbita
Conversational AI for Healthcare & Life Sciences

HCP Virtual Assistant

Facilitate automated interactions with healthcare providers (HCPs) with Orbita's HCP virtual assistant

The growing demand for virtual services has required pharma brands to transform how they engage and inform providers and enable their sales teams.

Orbita's HCP Virtual Assistant is a 24/7 self-service solution for HCP education and support. Through a conversational dialogue, Orbita's virtual assistants guide HCPs to product information including dosing, usage, warnings, and drug interactions, appointment scheduling with a sales representative, and other resources to support patients' treatment journey.

> "Conversational AI and virtual assistants are poised for growth in healthcare and Orbita is leading the charge in helping savvy companies deliver new levels of service and information to their digital audiences." - Henry Anderson, Revhealth

Simplify Access:

90% of HCPs want to retain online interactions/meetings that were used during COVID-19.

- Accenture

Enhance Brand Awareness:

HCPs can access educational materials on-demand through their preferred channel (e.g., text, email, physician portal). **Only 40% of recently surveyed physicians reported being very aware of pharma's patient services.**

- Health Affairs

Save Time:

Accenture found that nearly **2 of every 3 healthcare professionals feel bombarded with generic digital content.** Streamline the ability for HCPs to locate product information and schedule appointments with sales representatives.

- Forrester

Orbita's HCP Virtual Assistant focuses on convenience and improving the HCP experience with access through the users preferred digital channel. These channels include a chat bot on a branded website, a direct link that is included in an email or SMS message, an Amazon or Google smart speaker, or within an automated phone system (interactive Voice Response - IVR).

Built to meet the strict privacy and security requirements of healthcare, Orbita's HCP Virtual Assistant can operate as a standalone solution or be integrated into existing infrastructure (apps, a CRM) to support personalized, dynamic HCP experiences.

Features and Benefits:

FAQs - answer brand prescribing questions and deliver dosage, administration, and warning information on-demand

Escalation to Live Representative - a combination of an automated chatbot experience with real time conversation with a human when HCPs need additional support

Adverse Event Detection – automatically detect and escalate adverse events in conversational experiences

Program Registration - support users as they register for a specific program to manage an aspect of their care

Schedule an Appointment with a Rep - integrate with CRMs or other systems to streamline scheduling and foster continued communication

Get in touch with us today
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Schedule a demo →

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