orbita

Conversational AI for Healthcare & Life Sciences

Patient Support Virtual Assistant

Augment existing resources that educate and empower patients throughout their treatment journeys

Consumers are more widely recognizing the benefits of automated, self-service experiences and have come to expect this level of interaction in all aspects of their lives, including engagements with pharmaceutical brands.

Pharmaceutical companies have typically been slow to digitize touchpoints and engagements with patients due to legal and security concerns. Today, Orbita's Patient Support Virtual Assistant securely engages patients with 24/7 access to personalized, education and resources.

> "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

Empower patients financially:

Financial barriers create obstacles for patients to adequately access treatments they need. **Improve patient outcomes by nearly 40% with intelligent virtual health assistants** to help patients coordinate their finances.

- JMIR Publications

Improve access:

Over **50% of healthcare providers believe that conversational solutions can provide access timeliness of care.** Equip patient onboarding processes at your life sciences organization with 24/7 access to credible, on-label information.

- JMIR Publications

Encourage medication adherence:

In a study where researchers deployed automated SMS reminders to patients, **medication refill rates – the metric by which Medicare measures medication adherence – went up 14%**

-Patient Engagement HIT

With a human-like touch, Orbita's AI-powered virtual assistants can safely and securely guide patients to educational content, financial assistance, and other resources they need to successfully carry out their treatment plans. With 24/7 availability to voice and chat interfaces, patients can stay informed, adherent, and in control of their own care journey.

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

Price Transparency - prepare patients with cost information and financial support resources

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
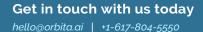

Get in touch with us today

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