

Enhancing Content Generation and Personalization Using GenAI

Challenge

A prominent pharma company faced challenges in creating promotional and brochure content at a fast pace due to complex regulatory guidelines and the need to integrate vast amounts of clinical and scientific data. These challenges led to lengthy turnaround times and outdated material, hindering effective engagement with healthcare professionals.

Outcome

The solution provided a single interface for generating domain-specific brochures and content from scientific and clinical data. It enabled users to update and finalize documents rapidly, ensuring factual correctness, regulatory compliance, and the inclusion of source material references.

Key Results

>60%

estimated time savings:
Across the content generation process

\$200K

savings per quarter:
In estimated effort and third-party services

About Straive

Straive is a market-leading content technology enterprise that provides data services, subject matter expertise (SME), and technology solutions to multiple domains, such as research content, eLearning/EdTech, and data/information providers. With a client base scoping 30 countries worldwide, Straive's multi-geographical resource pool is strategically located in seven countries - the Philippines, India, the United States, Nicaragua, Vietnam, the United Kingdom, and Singapore, where the company is headquartered.

