

Enhancing Content Generation and Personalization Using GenAI

Challenge

A prominent pharma company faced challenges in creating promotional and brochure content at a fast space 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 These challenges led to lengthy turnaround times and outdated material, hindering effective engagement with healthcare professionals.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

Approach

Straive helped the company implement Gen AI models to generate content based on contextual analysis and historical data. This approach included:

- **Automated Content Generation:**
Using AI to generate domain-specific content quickly and accurately.
- **Improved Validation Mechanisms:**
Incorporating features to enhance content accuracy and regulatory compliance.

About Straive

As a data analytics and AI operationalization company, we don't just build top-tier data analytics and AI solutions—we integrate them seamlessly into your core workflows. This approach drives enhanced efficiency, improves user experience, and boosts revenue, setting you apart from the competition.

Serving a diverse range of industries— including Pharmaceutical & Life Sciences, Logistics, Supply Chain & Manufacturing, Research & Publishing, Information Services, EdTech, Banking & Financial services, and Retail Tech, Entertainment & Media— we have a global client base spanning over 30 countries.

Our strategically positioned resource pool operates across seven countries, including the Philippines, India, the United States, Nicaragua, Vietnam, the United Kingdom, and Singapore, where the company is headquartered.