



PHARMAVOX

From patient counselling and therapy to refill reminders, and disease awareness outreach

PharmaVox enables pharmaceutical companies to automate and scale patient engagement through AI-powered voice interactions



CredenTek
The NxtGen Technology Company

**Transforming Patient Engagement for the
Healthcare Industry**



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PharmaVox

Agentic AI Platform for the Pharmaceutical Industry

Conversational AI Assistants for Patient Counselling, Therapy Adherence, Appointment Scheduling & Pharma Engagement Programs

PharmaVox is an Agentic AI-powered conversational AI designed specifically for pharmaceutical organizations to automate and scale patient engagement across patient engagement programs. Unlike traditional IVR systems or rule-based bots, PharmaVox deploys intelligent AI voice agents capable of understanding context, conducting natural conversations, and executing real-world actions.

The platform supports a wide range of pharmaceutical engagement workflows, including patient counselling for chronic therapies such as CNS and diabetes, GLP-1 and weight management therapy support, medication adherence monitoring, refill reminders, and disease awareness campaigns.

Why implement PharmaVox?

- ✓ Enables 24x7, AI-driven interactions for patient awareness, counselling, therapy, appointment scheduling, and follow-ups
- ✓ Run large-scale disease awareness and patient engagement campaigns
- ✓ Instantly connects with patients, HCPs, distributors, and field teams without dependency on human availability
- ✓ Works alongside CRMs, ERPs, and pharma data platforms without disrupting current workflows
- ✓ Offers seamless interactions and understands your needs intuitively



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Channels

✓ Telephone

✓ Web Portal

✓ Whatsapp/SMS

✓ Voice API Gateway

Features

Real-Time Analytics & Insights



Provides real-time insights into sentiment analysis, engagement metrics, and call outcomes for faster, data-driven decisions

Bulk Call Scheduling



Enables effortless scheduling and execution of high-volume outbound campaigns, including tens of thousands of calls per day

Automated Transcripts & Intelligent Summaries



Generates accurate call transcripts and AI-driven summaries to support compliance and quick review

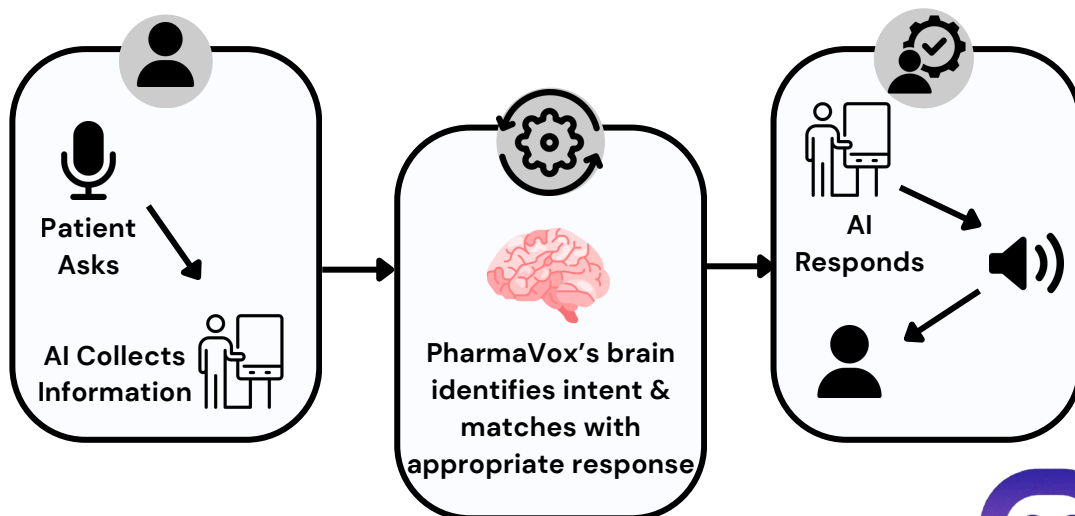
Event-Based Calling



Triggers calls automatically based on predefined events such as missed appointments or therapy milestones, ensuring timely engagement

What does it mean for you

How does it work?



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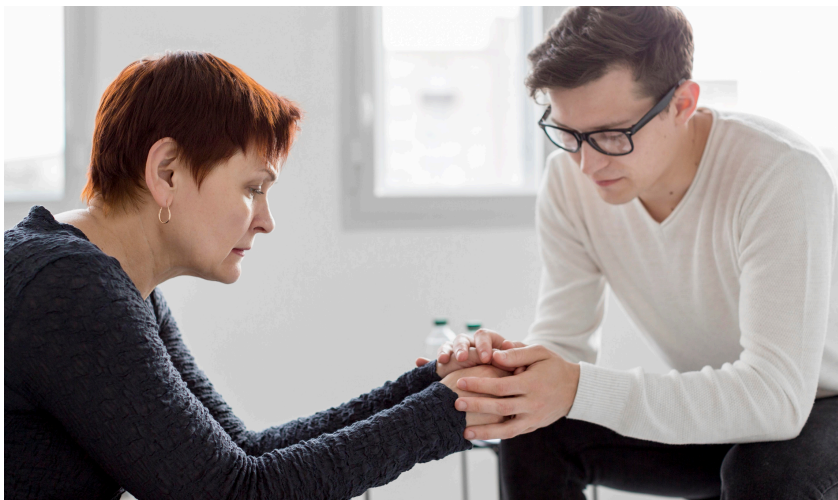
PharmaVox - Use Cases

✓ Specialised Drug Patient Onboarding & Therapy Counselling

- Supports structured onboarding for patients prescribed specialised or high-value therapies, ensuring they clearly understand their treatment journey from the start
- Provides step-by-step counselling on medication usage, dosage schedules, storage instructions, and possible side effects
- Engages patients through human-like voice conversations to reinforce treatment awareness and address common therapy-related FAQs

Sample Telephonic Conversation:

- ▶ **Patient:** मैंने अभी यह इलाज शुरू किया है। क्या इस दवा के कोई साइड इफेक्ट हो सकते हैं?
- ▶ **AI:** कुछ मरीजों को इलाज की शुरुआत में हल्की थकान या मतली जैसी समस्या महसूस हो सकती है, जो आमतौर पर कुछ समय बाद ठीक हो जाती है। अगर आपको कोई गंभीर या असामान्य लक्षण महसूस हो, तो मैं आपको तुरंत डॉक्टर से संपर्क कराने में मदद कर सकती हूँ।
- ▶ **Patient:** Is there anything I can do to manage these side effects?
- ▶ **AI:** In many cases, maintaining proper hydration, following your doctor's instructions, and taking the medication as prescribed can help manage mild side effects. If the symptoms persist or worsen, it's important to consult your doctor, and I can assist you in scheduling a consultation if needed.



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PharmaVox - Use Cases

✓ Patient Assistance Programme (PAP) & Insurance Guidance

- Assists patients in understanding and accessing Patient Assistance Programs (PAPs) designed to make therapies more affordable and accessible
- Provides clear guidance on eligibility criteria, documentation requirements, and enrollment procedures for support programs
- Helps patients navigate insurance coverage queries, reimbursement processes, and financial support options

Sample Telephonic Conversation:

- ▶ **Patient:** How can I claim reimbursement for this medication through my insurance?
- ▶ **AI:** I can help with that. Typically, you will need to submit documents such as your doctor's prescription, pharmacy bills, and insurance claim forms. If you'd like, I can explain the complete process and help you understand the required documents.
- ▶ **Patient:** क्या आप मुझे बता सकती हैं कि मुझे कौन-कौन से दस्तावेज़ जमा करने होंगे?
- ▶ **AI:** जी हाँ। आमतौर पर इसके लिए डॉक्टर का प्रिस्क्रिप्शन, दवा की बिल रसीद और इंश्योरेंस क्लेम फॉर्म की आवश्यकता होती है। यदि आप चाहें तो मैं आपको पूरी प्रक्रिया चरण-दर-चरण समझा सकती हूँ।



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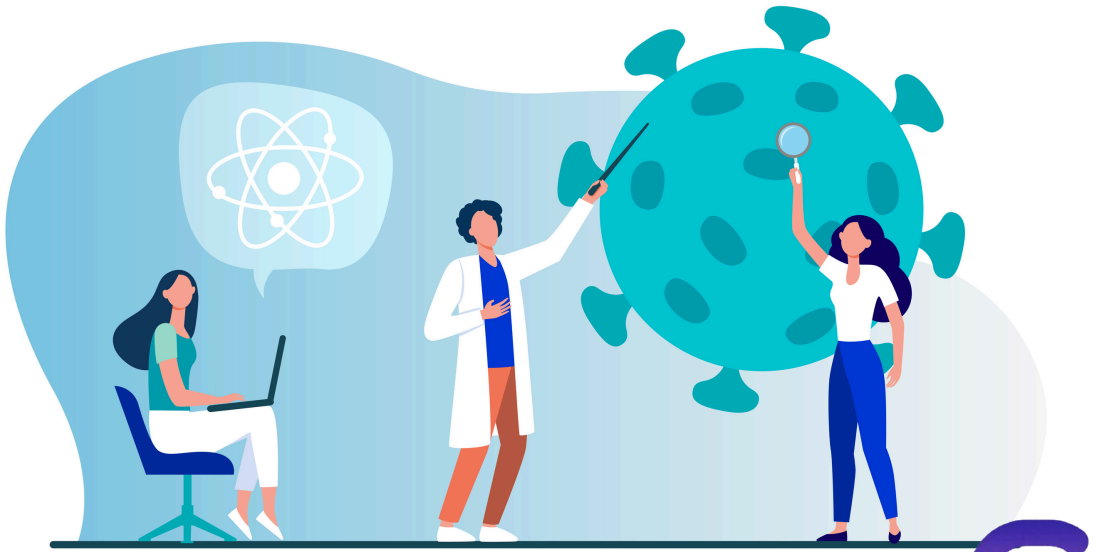
PharmaVox - Use Cases

✓ Disease Awareness & Patient Engagement Campaigns

- Enables pharmaceutical companies to run large-scale patient engagement campaigns focused on disease awareness and education
- AI agents interact with patients to explain disease symptoms, risk factors, treatment options, and early diagnosis importance

Sample Telephonic Conversation:

- ▶ **Patient:** मला मधुमेहाची सुरुवातीची लक्षणे कोणती असतात हे जाणून घ्यायचे आहे.
- ▶ **AI:** मधुमेहाची काही सामान्य सुरुवातीची लक्षणे म्हणजे वारंवार तहान लागणे, वारंवार लघवी होणे, जास्त थकवा जाणवणे आणि अचानक वजन कमी होणे. जर तुम्हाला अशी लक्षणे जाणवत असतील, तर डॉक्टरांकडून तपासणी करून घेणे योग्य ठरेल.
- ▶ **Patient:** मला तपासणी कुठे करून घेता येईल?
- ▶ **AI:** तुमच्या जवळच्या डायग्नोस्टिक सेंटरमध्ये ही तपासणी करता येते. तुम्हाला हवे असल्यास मी तुम्हाला जवळच्या तपासणी केंद्राची माहिती देऊ शकते किंवा डॉक्टरांची अपॉइंटमेंट बुक करण्यात मदत करू शकते.



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PharmaVox - Use Cases

✓ Therapy Adherence, Follow-Up & Refill Management

- Monitors patient treatment journeys by conducting regular follow-ups and adherence checks through automated voice interactions
- Sends timely reminders for medication schedules, therapy milestones, and prescription refills
- Identifies patients who may be missing doses or discontinuing therapy, enabling early intervention

Sample Telephonic Conversation:

- ▶ **Patient:** મારી દવા લગભગ પૂરી થવા આવી છે. હવે શું કરવું?
- ▶ **AI:** જો તમારી દવા પૂરી થવા આવી હોય, તો સમયસર રિફિલ કરાવવું જરૂરી છે જેથી સારવારમાં ખલેલ ન પડે. જો તમે ઇચ્છો તો હું તમને નજીકની ફાર્મસી વિશે માહિતી આપી શકું અથવા તમારા આગામી રિફિલ માટે રિમાઈન્ડર સેટ કરી શકું.
- ▶ **Patient:** હા, કૃપા કરીને મને નજીકની ફાર્મસી વિશે માહિતી આપો.
- ▶ **AI:** ખરેખર. હું તમારી નજીક ઉપલબ્ધ ફાર્મસીની માહિતી તપાસી રહી છું અને તમને તરત જ વિગતો જણાવી શકું છું જેથી તમે સમયસર દવા મેળવી શકો.



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PharmaVox - Use Cases

✓ Urgent Appointment Scheduling

- Identifies patients who require immediate consultation or medical attention during therapy engagement conversations
- Assists patients in scheduling urgent appointments with healthcare providers or support teams
- Reduces delays in patient care by facilitating quick coordination between patients and healthcare professionals

Sample Telephonic Conversation:

- ▶ **Patient:** எனக்கு கடந்த சில நாட்களாக உடல்நலம் சரியில்லை. டாக்டரை உடனே சந்திக்க வேண்டுமா?
- ▶ **AI:** உங்களுக்கு தொடர்ந்து உடல்நலப் பிரச்சினை இருந்தால், டாக்டரை விரைவில் சந்திப்பது நல்லது. நீங்கள் விரும்பினால், அருகிலுள்ள மருத்துவமனையில் டாக்டர் அப்பாயிண்ட்மெண்ட் புக் செய்ய நான் உதவ முடியும்.
- ▶ **Patient:** சரி, தயவு செய்து நாளைக்கு ஒரு அப்பாயிண்ட்மெண்ட் பதிவு செய்து தர முடியுமா?
- ▶ **AI:** நிச்சயமாக. நான் கிடைக்கும் நேரங்களை சரிபார்த்து நாளைக்கு உங்களுக்கு ஏற்ற டாக்டர் அப்பாயிண்ட்மெண்ட் பதிவு செய்ய உதவுகிறேன். பதிவு செய்யப்பட்டதும் உங்களுக்கு உறுதிப்படுத்தல் தகவலை தெரிவிக்கிறேன்.



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PharmaVox - Use Cases

✓ Brand-Driven Therapeutic AI Customization

- Enables pharmaceutical companies to configure AI interactions based on specific therapy areas, treatment programs, and brand communication strategies
- Allows customization of patient conversations to align with approved medical content, patient education frameworks, and brand messaging
- Supports deployment of AI agents tailored to different therapeutic segments

Sample Telephonic Conversation:

- ▶ **Patient:** ನನ್ನ ಡಾಕ್ಟರ್ ಈ ಚಿಕಿತ್ಸೆಯ ಬಗ್ಗೆ ಕೆಲವು ವಿಶೇಷ ಸೂಚನೆಗಳನ್ನು ನೀಡಿದ್ದಾರೆ. ಅದರ ಬಗ್ಗೆ ಇನ್ನಷ್ಟು ಮಾಹಿತಿ ನೀಡಬಹುದಾ?
- ▶ **AI:** ಖಂಡಿತ. ನಿಮ್ಮ ಚಿಕಿತ್ಸೆಗೆ ಸಂಬಂಧಿಸಿದ ಔಷಧಿಯನ್ನು ಹೇಗೆ ಬಳಸಬೇಕು, ಯಾವ ಸಮಯದಲ್ಲಿ ತೆಗೆದುಕೊಳ್ಳಬೇಕು ಮತ್ತು ಚಿಕಿತ್ಸೆಯ ವೇಳೆ ಗಮನಿಸಬೇಕಾದ ವಿಷಯಗಳ ಬಗ್ಗೆ ನಾನು ವಿವರವಾಗಿ ತಿಳಿಸಬಹುದು.
- ▶ **Patient:** ಈ ಔಷಧಿಯನ್ನು ತೆಗೆದುಕೊಳ್ಳುವ ಸರಿಯಾದ ಸಮಯ ಯಾವುದು?
- ▶ **AI:** ಸಾಮಾನ್ಯವಾಗಿ ಈ ಔಷಧಿಯನ್ನು ನಿಮ್ಮ ಡಾಕ್ಟರ್ ಸೂಚಿಸಿದ ಸಮಯದಲ್ಲೇ ತೆಗೆದುಕೊಳ್ಳುವುದು ಉತ್ತಮ. ನೀವು ಬಯಸಿದರೆ, ದವೆಯನ್ನು ಸಮಯಕ್ಕೆ ತೆಗೆದುಕೊಳ್ಳಲು ನಾನು ನಿಮಗೆ ನಿಯಮಿತ ರಿಮೈಂಡರ್‌ಗಳನ್ನು ಕೂಡ ಹೊಂದಿಸಬಹುದು.



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PharmaVox - Use Cases

✓ Doctor & Hospital Coordination

- Acts as an intelligent coordination layer between patients, doctors, and healthcare facilities, ensuring seamless communication across the care journey
- Enables automated appointment scheduling for doctor consultations, reducing delays and administrative workload
- Sends timely reminders for upcoming consultations, helping patients stay consistent with their treatment plans

Sample Telephonic Conversation:

- ▶ **Patient:** ਮੈਨੂੰ ਡਾਕਟਰ ਨਾਲ ਮਿਲਣ ਲਈ ਅਪਾਇੰਟਮੈਂਟ ਬੁੱਕ ਕਰਨੀ ਹੈ। ਕੀ ਤੁਸੀਂ ਮੇਰੀ ਮਦਦ ਕਰ ਸਕਦੇ ਹੋ?
- ▶ **AI:** ਜ਼ਰੂਰ। ਮੈਂ ਤੁਹਾਡੇ ਲਈ ਉਪਲਬਧ ਸਮਿਆਂ ਦੀ ਜਾਂਚ ਕਰ ਸਕਦੀ ਹਾਂ ਅਤੇ ਡਾਕਟਰ ਨਾਲ ਅਪਾਇੰਟਮੈਂਟ ਬੁੱਕ ਕਰਨ ਵਿੱਚ ਮਦਦ ਕਰ ਸਕਦੀ ਹਾਂ। ਤੁਹਾਨੂੰ ਕਿਹੜਾ ਦਿਨ ਅਤੇ ਸਮਾਂ ਸੁਵਿਧਾਜਨਕ ਹੈ?
- ▶ **Patient:** ਕੱਲ੍ਹ ਸ਼ਾਮ ਦਾ ਸਮਾਂ ਮੇਰੇ ਲਈ ਠੀਕ ਰਹੇਗਾ।
- ▶ **AI:** ਠੀਕ ਹੈ। ਮੈਂ ਕੱਲ੍ਹ ਸ਼ਾਮ ਲਈ ਉਪਲਬਧ ਸਲਾਟ ਦੀ ਜਾਂਚ ਕਰ ਰਹੀ ਹਾਂ ਅਤੇ ਤੁਹਾਡੇ ਲਈ ਅਪਾਇੰਟਮੈਂਟ ਬੁੱਕ ਕਰਨ ਵਿੱਚ ਮਦਦ ਕਰ ਸਕਦੀ ਹਾਂ। ਜਿਵੇਂ ਹੀ ਪੁਸ਼ਟੀ ਹੋਵੇਗੀ, ਮੈਂ ਤੁਹਾਨੂੰ ਜਾਣਕਾਰੀ ਦੇ ਦਿਆਂਗੀ।



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PharmaVox - Use Cases

✓ Emergency Detection & Escalation

- Continuously monitors patient conversations during counselling sessions to identify potential medical or psychological emergencies
- Uses AI-driven analysis to detect critical signals such as severe depression indicators, suicidal ideation, emergency symptoms, or severe adverse drug reactions
- Triggers real-time alerts and escalation workflows when high-risk situations are identified

Sample Telephonic Conversation:

- ▶ **Patient:** আমার হঠাৎ খুব অস্বস্তি হচ্ছে এবং মাথা ঘুরছে। এটা কি গুরুতর কিছু হতে পারে?
- ▶ **AI:** আপনার লক্ষণগুলো গুরুত্বপূর্ণ হতে পারে। আপনার নিরাপত্তার জন্য আমি এখনই একজন ডাক্তারের সাথে যোগাযোগ করার ব্যবস্থা করতে পারি অথবা কাছাকাছি হাসপাতালে অ্যাপয়েন্টমেন্ট বুক করতে সাহায্য করতে পারি।
- ▶ **Patient:** হ্যাঁ, দয়া করে আমাকে একজন ডাক্তারের সাথে কথা বলতে সাহায্য করুন।
- ▶ **AI:** অবশ্যই। আমি এখনই উপলব্ধ ডাক্তারের সাথে আপনার জন্য জরুরি পরামর্শের ব্যবস্থা করার চেষ্টা করছি। এর মধ্যে যদি আপনার পাশে কোনো পরিবার সদস্য থাকেন, তাহলে তাদেরও জানিয়ে দিন যাতে তারা আপনাকে সহায়তা করতে পারেন।



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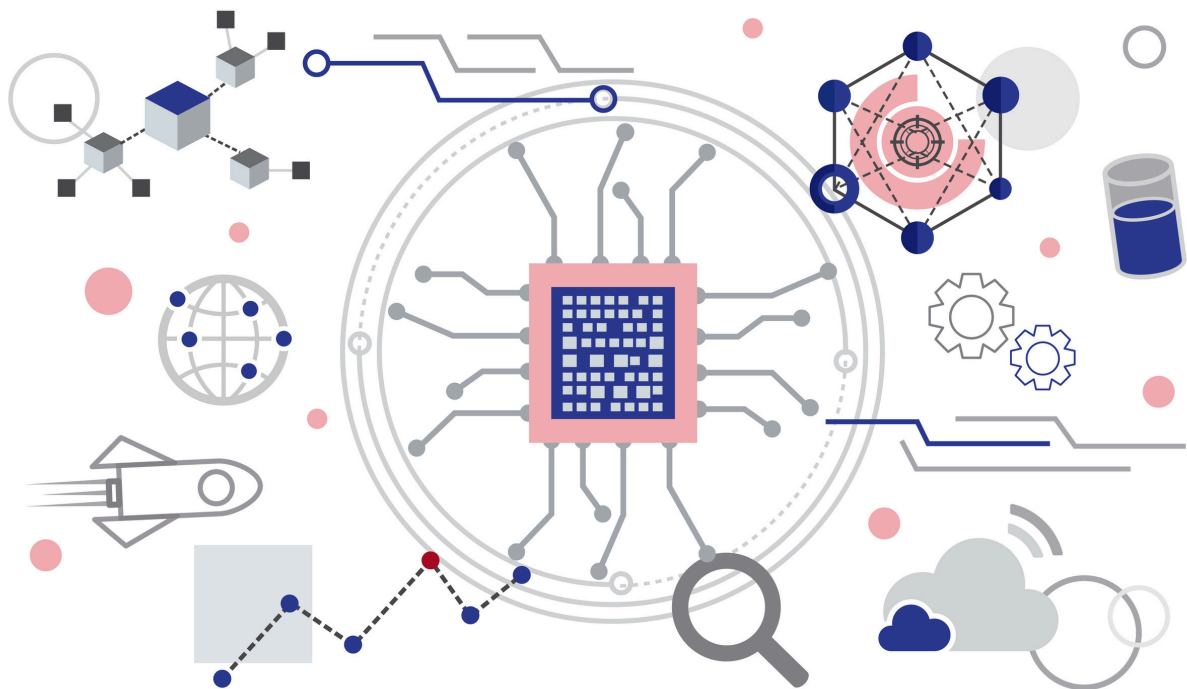
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PharmaVox's Agentic AI Capabilities

- ✓ **Context-Aware Conversations:** Maintains conversation context across interactions, allowing the AI to understand patient history and provide more relevant responses
- ✓ **Adaptive Dialogue Management:** Dynamically adjusts conversation flow based on patient responses, enabling more natural and personalized engagement.
- ✓ **AI-Driven Sentiment Detection:** Analyzes patient tone and responses during conversations to identify distress, confusion, or dissatisfaction
- ✓ **Secure Patient Data Handling:** Ensures patient interaction data is processed and stored securely in accordance with enterprise data protection standards
- ✓ **Continuous Learning & Optimization:** Improves engagement quality over time by analyzing past conversations and refining responses



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Patient Journey with PharmaVox

- **Awareness Stage:** AI-driven outreach campaigns educate patients about diseases, symptoms, and available treatment options
- **Therapy Onboarding:** Patients receive guidance about medication usage, therapy expectations, and counselling support
- **Treatment Support:** PharmaVox answers patient queries and provides ongoing therapy guidance during treatment.
- **Adherence Monitoring:** Automated reminders and follow-ups help patients stay consistent with medication schedules.
- **Doctor Coordination:** Appointment scheduling, consultation reminders, and follow-up coordination with healthcare providers.
- **Long-Term Engagement:** Continuous engagement through education, monitoring, and support programs.



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Key Stakeholders Who Benefit from PharmaVox

✓ **Patients**

- Receive therapy guidance and counselling
- Get reminders for medication, appointments, and follow-ups
- Access healthcare information in their preferred language
- Receive continuous support throughout their treatment journey

✓ **Doctors & Healthcare Providers**

- Receive summarized patient interaction insights
- Improve patient preparedness before consultations
- Enable better follow-up compliance among patients

✓ **Pharmaceutical Companies**

- Scale patient engagement programs efficiently
- Improve therapy adoption and adherence rates
- Monitor patient engagement and program performance

✓ **Patient Support Program Teams**

- Automate patient outreach and follow-ups
- Track engagement across therapy programs
- Manage large-scale patient interactions with minimal manual effort



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PharmaVox Across Therapeutic Divisions

PharmaVox is designed to support patient engagement initiatives across multiple therapeutic divisions within pharmaceutical organizations.

Therapeutic Divisions Supported

- Cardiology
- Oncology
- Diabetes & Metabolic Disorders
- CNS (Central Nervous System)
- Gastroenterology
- Respiratory Care
- Immunology
- Nephrology
- Dermatology
- Endocrinology
- Infectious Diseases
- Women's Health
- Rare Diseases
- Pediatrics

...and many more therapeutic areas



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Let's Transform Patient Engagement Together

Discover how PharmaVox can help your organization enhance patient engagement, improve therapy adherence, and scale pharmaceutical support programs with AI

Have any use case?

You require, We deliver



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**Interested?
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18 years of serving BFSI
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