

# Centralized AI guidance turned fragmented product and market data into *business-ready answers*.

A life-sciences data and communications provider · Compliance & commercial · Generative AI & agents · Strategy & governance

## 01 THE SITUATION

### Business Problem

The provider's teams had to piece together information from the CRM, FDA-approved labels, package inserts, and external market sources before they could respond to pharmacists, providers, or hospital contacts. Because the content is regulated, any mismatch between what's in the label and what's communicated introduces legal and compliance risk. They needed a single, AI-driven entry point that would surface the right label language, tied to the right account, enriched with current market data—and do it in a way that respected audience-specific communication rules.

#### IMPACT

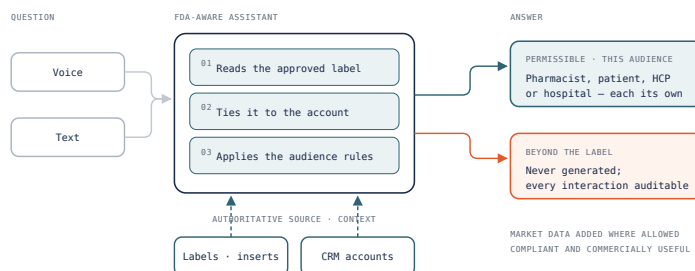
Audience-specific rules enforced on every response · auditable

## 02 THE CHALLENGE

Regulatory content (FDA-approved labels, medication guides, package inserts) is long, structured, and very specific about indications, dosing, warnings, and promotional language. The assistant needed to “understand” that structure, tie it to the right CRM client/account, and still allow speech-to-text/text-to-speech interactions via the conversational AI platform—without ever generating statements that went beyond the label.

## 03 THE SOLUTION

We built an FDA-aware AI assistant that sits alongside the CRM and pulls in label content, market data, and account context, then returns audience-appropriate answers through voice or text.



## CLIENT BACKGROUND

A life-sciences data and communications provider provides data-driven solutions to life sciences and healthcare customers, supporting how product, medical, and commercial teams communicate with pharmacists, providers, hospitals, and patients. They needed to make the market, label, and account information they already had (and what was in the CRM) easier to surface in a way that stayed aligned with FDA and labeling requirements.

Does your decision look like this one? Bring us the decision, not the story.

[datapproducts.io](https://datapproducts.io) · [contact@datapproducts.io](mailto:contact@datapproducts.io) · [Read this story online](#) · Data & AI is our singular focus.

Bring us your decision →

## Centralized AI guidance turned fragmented product and market data into *business-ready answers*.

### KEY COMPONENTS OF THE SOLUTION INCLUDED

01

#### Label-aware content ingestion

Read in FDA-approved labels, medication guides, and PI pages tied to the Rx so the assistant could answer from the authoritative source, not the open web.

02

#### CRM integration

Used account, product, and contact context from the CRM so responses could be tailored to “this pharmacist,” “this provider,” or “this facility.”

03

#### Audience-aware response rules

Applied legal/compliance rules so the assistant only surfaced statements permissible for pharmacists vs. Patients vs. HCPs vs. Hospitals.

04

#### Speech-to-text / text-to-speech

Enabled field and support teams to ask verbally and get spoken or written answers, improving speed in call settings.

05

#### Supplemental market data pull

Enriched responses with current market figures (where allowed) so conversations were not just compliant, but commercially useful.

### OUTCOMES

The AI assistant gave The provider a single, compliant way to answer label- and product-related inquiries directly from the approved source, so teams no longer had to stitch together CRM data, PDF labels, and market reports on the fly. By enforcing audience-specific rules (pharmacist vs. Patient vs. HCP vs. Hospital), we reduced the risk of off-label or nonapproved language reaching external stakeholders while still keeping the responses commercially useful with current market data. Integrating speech for speech-to-text and text-to-speech also meant field and support teams could work faster in real call settings without sacrificing accuracy. Ultimately, we turned scattered, compliance-sensitive information into an on-demand, FDA-aware assistant that made every interaction more reliable, faster, and easier to audit.

### WHERE IT LEADS

#### THE PRACTICE

##### Generative AI & agents

Where this engagement was delivered, and where the work continues at scale.

[dataprodukts.io/practices/generative-ai-ai-agent-development/](https://dataprodukts.io/practices/generative-ai-ai-agent-development/)

#### START HERE

##### AI Governance Quickstart

The fixed-scope, fixed-fee engagement that starts work like this — scoped with you before you commit.

[dataprodukts.io/starter-services/ai-governance-quickstart/](https://dataprodukts.io/starter-services/ai-governance-quickstart/)

Does your decision look like this one? Bring us the decision, not the story.

[dataprodukts.io](https://dataprodukts.io) · [contact@dataprodukts.io](mailto:contact@dataprodukts.io) · [Read this story online](#) · Data & AI is our singular focus.

Bring us your decision →