

Strengthening Medical Affairs with Generative AI

Turning fragmented scientific data into scalable insight, engagement, and influence.

Scientific knowledge is expanding 20× faster than Medical Affairs teams can manually process. Yet critical insights remain locked across fragmented, high-volume data sources:

50k+ Medical Science Liaison (MSL)–
Healthcare Provider (HCP) interactions



Clinical trial narratives and internal
evidence repositories

100k+ Scientific publications



Regulatory intelligence and claims
data, and more.

At the same time, MSL bandwidth remains limited — making it increasingly difficult to determine the right Key Opinion Leaders (KOLs) who can influence a large number of HCPs in their communities.

To unlock improved productivity and impact, organizations must scale two critical capabilities

01 Intelligent Scientific Data Processing Transform unstructured content into meaningful insight

Medical Directors and scientists spend significant time manually reviewing and synthesizing unstructured scientific content. This slows insight generation and limits the ability to respond to evolving clinical conversations.

Tredence Generative AI solution leverages NLP techniques and proven medical LLMs to generate actionable insights from the large unstructured corpus.

Smart natural language Q&A engine features:

- Searching and asking scientific questions
- Responses with reference to the documents / notes
- Summarizes across multiple document sources
- Detects emerging topics

Business Impact

- ~45% increase in MSL efficiency as they get summaries of key scientific topics before they meet their target HCPs
- ~75% reduced manual review effort for medical directors and scientists

02 AI-Driven Key Opinion Leader (KOL) Identification Identify and engage the right scientific voices for the right influence

Identifying high-impact KOLs across expanding HCP ecosystems is increasingly complex for an MSL. Traditional segmentation methods often miss emerging influencers and evolving referral networks.

Tredence AI-powered KOL mining solution leverages pre-built graph models to,

- Select publications for specific therapy areas and geographies
- Cleanse and transform the publication metadata
- Detect communities of HCPs and influential KOLs
- Rank literature compared to peer's

Business Impact

- More precise and optimized KOL targeting and engagement
- Expanded reach across high-value HCP networks
- 5X increased reach as MSLs target the most influential KOLs identified with the help of network algorithms



SCHEDULE 1-TO-1 MEETINGS

WITH OUR AI EXPERTS AND EXPLORE
WHAT'S NEXT IN AI WITH TREDENCE

