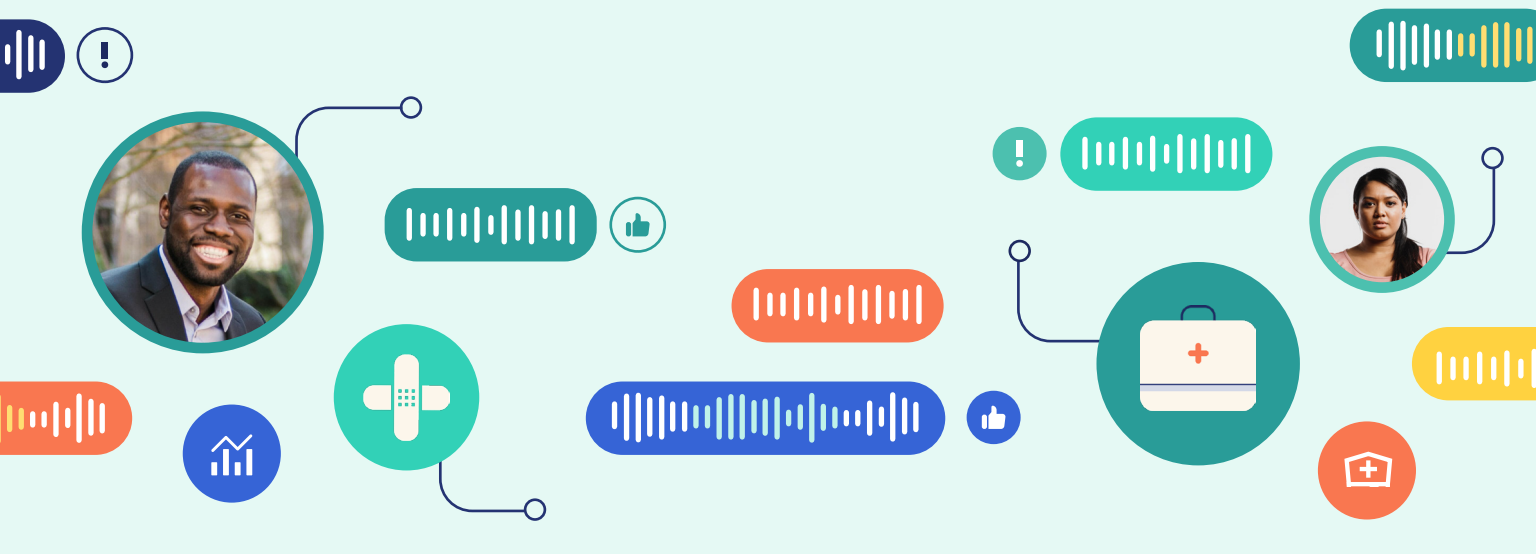


# Insights Built for Life Sciences



# Harness the power of conversations with AI built for healthcare.

Authenticx® blends human and automated analysis of conversation data to bring data-backed insights to your organization.

Our founder, Amy Brown, saw a need for deeper listening. As a result, she created a comprehensive solution designed to analyze conversations at scale: expanding organizations' ability to listen and act on insights from the voice of their customers.

By taking recorded customer interactions that are already occurring—calls, emails, chats, etc.—

and using AI and natural language processing, Authenticx® delivers meaningful insights.

Customer conversations reveal a renewable source of insight for all parts of the healthcare enterprise so key stakeholders can better serve customers and make more informed business decisions.

**9+**

Healthcare-specific  
AI models

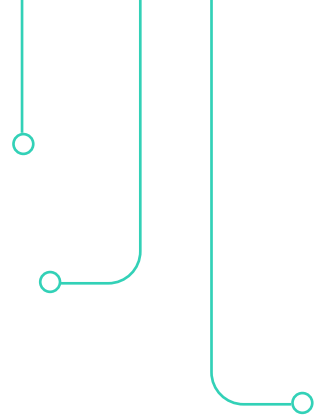
**200M+**

Conversations  
analyzed

**100+**

Combined years of  
leadership experience  
in healthcare

# Drive Competitive Insights with AI



## Patient Access & Support

Identify recurring trends, topics, and disruptions impacting patient access and therapy adherence with conversational analysis.



## Brand Insights

Leverage artificial intelligence to identify disruptions impacting patients during therapy launch and throughout the treatment journey.



## Vendor Management

Gain visibility on vendor performance with enhanced automation to drive consistent quality scores and outcomes.



## Risk & Compliance

Harness proprietary machine learning and generative AI to scale regulatory monitoring and reliably reveal compliance events.

# Strategically adapt to meet patient needs at every step of the healthcare journey.



### PATIENT ACCESS & SUPPORT

#### Proactively monitor early indicators of therapy drop-off

- + Structure and quantify customer conversation data to validate investments
- + Aggregate common communication trends and barriers
- + Identify indicators of therapy drop-off or lack of adherence
- + Monitor KPIs, such as Patients on Therapy, in real-time



### BRAND INSIGHTS

#### Optimize brand strategy with AI-driven analysis

- + Access early indicators of therapy adherence
- + Discover competitive intelligence and market trends
- + Listen across the enterprise to equip and enable field teams
- + Reduce time-to-insights with enhanced visibility into the patient experience

## SOLUTION IMPACT

Prior Authorizations

Customer Friction

Adverse Events

Patient Assistance

In-Market Trends

Therapy Launch

Care Coordination

Product Quality Complaints

Market Events

Agent Quality

Pinpoint early indicators of patient behavior to inform strategy across the brand lifecycle.



#### VENDOR MANAGEMENT

### Streamline hub vendor consistency

- + Manage vendor quality with unified QA reporting to support brand strategy
- + Listen at scale with AI-completed evaluations
- + Gain visibility across different co-pay, specialty pharmacy, and patient support call lines



#### RISK & COMPLIANCE

### Maintain patient safety and security

- + Expand monitoring of conversations to reduce risk
- + Invest in healthcare-specified AI solutions for reliability
- + Maintain, track, and review regulatory compliance



# Actionable and measurable results

Authenticx® – an industry leader in conversational AI – partners with global life science enterprise teams to listen at scale.

## CASE STUDY

### Preparing for Launch



#### CORE STRATEGIC QUESTION:

What obstacles hinder patients from starting therapy?

Thousands of conversations analyzed between:

- + Patients
- + Caregivers
- + Healthcare providers
- + Infusion site staff
- + Support specialists

Within the first 30 days of this targeted listening, the brand team uncovered significant points of friction in the patient journey.

## RESULTS

Authenticx® insights helped pinpoint tactical ways to streamline adoption and increase access – ultimately enabling more patients to successfully begin therapy.

**19%**  
DECREASE

In conversations with unresolved consent

**59%**  
DECREASE

In conversations containing trouble finding an infusion site

- + Decreased conversations with unresolved consent by more than half, from 33% to 14%
- + Drastically reduced conversations containing trouble finding an infusion site from 71% to 12%



## CASE STUDY

### Mitigating Hub Risk Management



#### CORE STRATEGIC QUESTION:

Do you have visibility into the total volume of calls across your service lines?

Agent language was flagged that deviated from approved call guides, resulting in a full script review across various service lines.



## RESULTS

Authenticx® analysis confirmed this risk was prevalent across all brands. As a result, the organization altered call guides to specifically exclude this language from being used by their agents and rolled out an organization-wide training to educate employees on this requirement.

# 800K+

AI-analyzed conversations reviewed for incorrect script guidance.

# 28K (OR 3.3%)

Conversations used incorrect language that had risk implications.

# Expand with Authenticx AI



## Eddy Effect™

Proprietary AI model that dynamically identifies areas of friction and common roadblocks experienced by customers.



## HIPAA Compliance

Monitor for HIPAA compliance across every conversation and customer touchpoint for easy reporting and escalation.



## Safety Event

Detect adverse events, product quality complaints, as well as agent acknowledgement of these events.



## Speech Analytics

Drill into transcripts and audio with automated topic identification and rule-based classification.



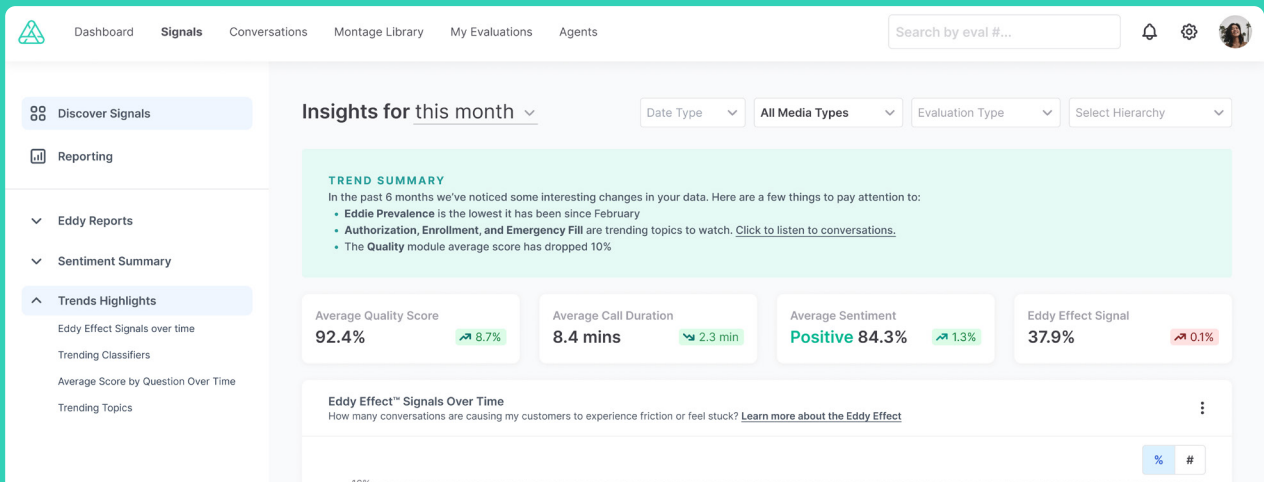
## Conversation Summary

Use generative AI to perform speech-to-text summarization with a proprietary LLM model that is available via API.



## Report Summary

Use generative AI to see a list of trending topics occurring across your conversations to proactively address emerging issues and topics.



# A solution built for healthcare.

## + Agent Coaching Dashboard

Identify and track agent skill gaps and improvements over time without increasing QA headcount.

## + Call Summarization

Identify if a conversation addresses a topic you are looking to explore, without having to listen to a conversation in its entirety.

## + Conversation Explorer

Search conversations based on any number of filter criteria, including specific agents, topics, or AI model results.

## + Eddy Effect™ Reporting

Actionable feedback in a single performance analytics dashboard. Track impactful metrics across the organization to eliminate waste and improve customer outcomes.

## + Insights Sessions

Consultative 90 minute sessions providing rich insights from conversational data imported into the Authenticix platform and analyzed by the AI.

## + Montage Builder™

Bring the voice of the customer directly to healthcare leaders. This tool allows audio samples to be edited, clipped, and shared to create empathy at scale.

## + Redaction

Remove certain text and audio to protect sensitive information (e.g. PHI, PII) without limiting insights.

## + Workflows

A workflow management tool for QA leaders to assign and monitor their teams' tasks. Create automated processes based on triggers to assign and monitor your teams' tasks.

*Ask about additional features and consultative services such as AI Validation and Patient Journey Mapping.*

# Built from healthcare, for healthcare.

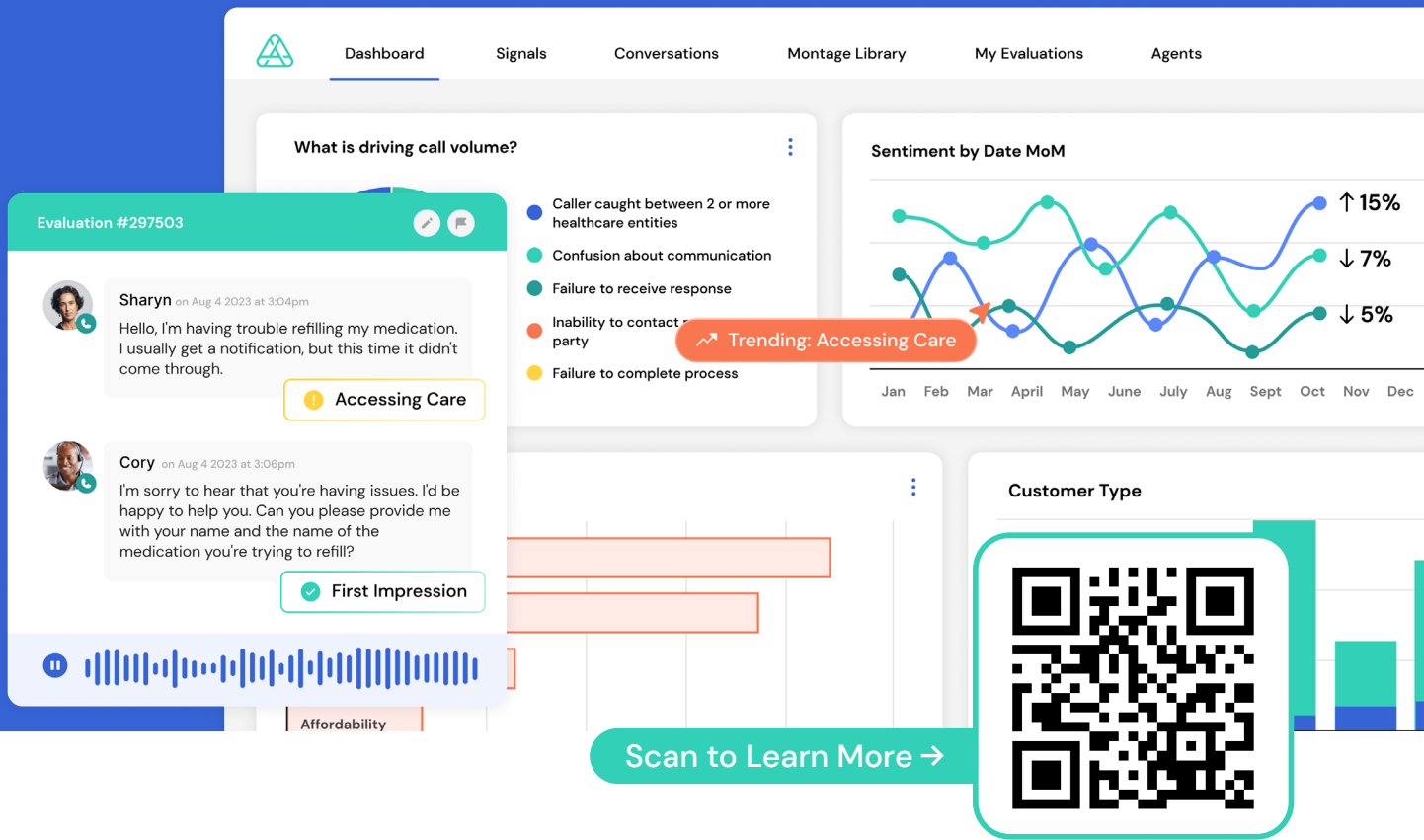
Invest in success with the Authenticix® platform.

## Authenticix® Bundles

	Starter	Advanced	Enterprise
Platform Access	✓	✓	✓
AI Evaluations	✓	✓	✓
API Access	✓	✓	✓
Module Forms	✓	Custom	Custom
AI Classifiers	✓	Custom	Custom
AI Models	3 included	5 included	7+ included
Agent Coaching		✓	✓
Workflows		✓	✓
Custom Data Sources		2 included	Custom
Custom Report Building			✓

## Add-ons + Services

- + AI Validation
- + Agent Coaching Dashboard
- + Customized Technical Support
- + Redaction
- + Bring Your Own Encryption Key (BYOK)
- + Professional Services
- + Insights Sessions
- + Journey Analysis
- + Consultation & Support



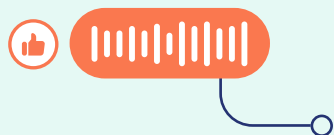
# Listen at scale with artificial intelligence.

Unlock insights hidden in everyday conversations with Authenticx®. Built by healthcare professionals, our platform drives data-backed decisions to help teams listen, discover, validate, and act.

- Conversation and Speech Analytics
- Agent Coaching and Automated Quality Evaluations
- Customer Sentiment and Brand Analysis
- Customer Journey and Experience Analysis



We're on a mission to help humans understand humans.



 **Authenticix**



Authenticix.com

