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Agent Advantage™ for Salesforce

Patient Services – Field Reimbursement Manager (FRM)

BUSINESS CHALLENGE

Pharmaceutical companies rely on Field Reimbursement Managers (FRM) to navigate complex payer landscapes, educate health care providers, and resolve reimbursement barriers for therapies. However, scaling tailored education, maintaining compliance, and generating real-time insights across diverse geographies is resource-intensive and often leads to inconsistent provider experiences and delayed patient access.

AGENTIC SOLUTION

Our FRM AI agent reimagines the traditional FRM role by automating and augmenting key tasks from proactive account educational needs prioritization to tailored provider education and issue resolution. These agents deliver scalable, compliant, and data-driven engagement, which can ultimately improve patient access.

VALUE PROPOSITION

Proactive Provider Engagement
Proactively deploy FRMs to accounts with the most significant, elevated educational needs, enabling pharma companies to be more efficient in deployment of limited resources.

Accelerated Patient Access
Proactively identifies reimbursement barriers and provides education to help office staff support their patients in gaining access to start therapy sooner.

Actionable Insights & Analytics
Continuously analyzes engagement data to uncover trends, enhance outreach strategies, and provide leadership with near real-time visibility into field operations.

Compliant & Quality Assurance
Helps determine whether patient interactions adhere to regulatory standards and company policies, reducing risk and maintaining trust with providers and payers.

AGENT CAPABILITIES

AI-enabled Account Prioritization

Prioritize Accounts based on predicted risk patterns by monitoring Specialty Pharmacy, Claims and Health Care Professional (HCP) education and access needs data to predict Education and Access needs patterns.

Intelligent Call Planning

Agent drafts the intelligent call plan by analyzing and summarizing key access issues and educational needs for the HCP office

Smart Scheduling

Office Best Times comprehension so that scheduling is done in a time that works well best for the physician. Standard Operating Procedure (SOP) driven to confirm that behavior is scalable to a way that works for your business, change the agents scheduling behavior using natural language

Content Suggestion

Agent identifies the relevant content from library to identify the educational need or access issue for the account

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