

Predictive HCP engagement that drives measurable outcomes

Brillio's AI-powered next best action engine personalizes engagement, improving field effectiveness and accelerating commercial impact at scale.



Deliver HCP-level engagement with an AI-driven next best action engine that replaces calendar-based outreach with predictive, personalized recommendations, helping teams improve field productivity, engagement, and decision-making at scale.

The new reality of HCP engagement and field performance

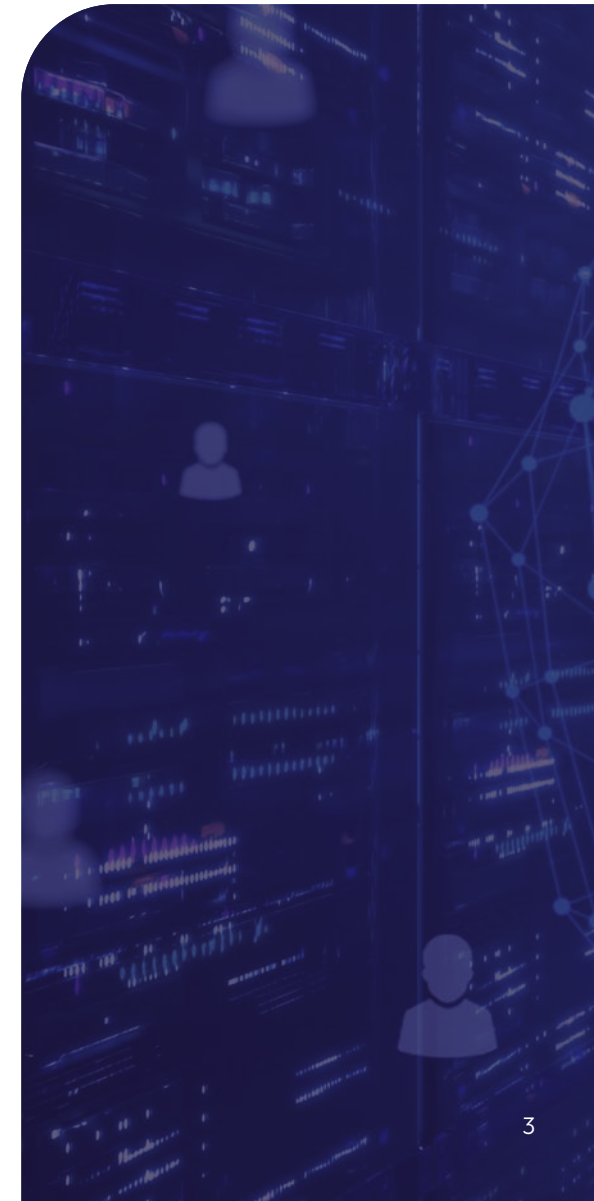
- Healthcare professionals operate under compressed schedules, balancing multiple engagements while consuming information beyond brand-controlled channels.
- Share of voice is harder to secure, making reach less effective and field productivity increasingly scrutinized in every budget cycle.
- Traditional calendar-driven engagement fails to adapt to dynamic HCP behavior and channel preferences across interactions
- Our AI-driven, HCP-level recommendation engine enables field teams to take the next best action for each provider, improving engagement relevance and adoption
- Furthermore, continuously learning systems refine channel strategy, timing, and content effectiveness over time, driving sustained improvements in engagement rates and productivity.

A predictive, HCP-first approach to engagement

Our Next Best Action recommendation engine is designed to help pharmaceutical organizations transition from campaign-based engagement to a continuously learning, HCP-first model. Instead of pushing predefined campaigns, the system identifies the next most effective action for each healthcare provider based on their real engagement behavior.

At the center of this approach is the HCP Engagement Index, which dynamically reconstructs each provider's journey across channels (face-to-face, calls, and digital interactions) and evaluates what drives meaningful engagement. Static segmentation is replaced by a continuously updated, individualized view of each HCP.

The engine translates this intelligence into actionable recommendations delivered directly to field representatives. Each recommendation includes a prioritized view of channels and actions most likely to engage a specific HCP, enabling more precise, relevant, and measurable interactions.



Our core capabilities powering next best action

HCP-first engagement modeling

Reconstructs each provider's engagement journey using real interaction data, replacing static segmentation with a continuously evolving, individualized engagement profile.

AI-driven recommendation engine

Combines machine learning models, including sequence prediction and reinforcement learning, to recommend optimal actions, channels, timing, and content for each HCP.

Real-time orchestration and delivery

Converts predictions into actionable recommendations integrated directly into existing tools such as Veeva and Salesforce Marketing Cloud for seamless field adoption.

Continuous learning and feedback loop

Captures every interaction outcome to refine future recommendations through Q-learning models, ensuring the system improves consistently over time.

Enterprise data and platform integration

Integrates marketing, CRM, and analytics data sources, creating a unified foundation for scalable, cross-channel engagement optimization.

Scaling HCP engagement across the field

Across active deployments, the engine supports close to 5,000 HCPs under coverage, with the engagement base expanding by 10 percent month over month as adoption scales across brands.

GROWING HCP COVERAGE

5,000 HCPs under coverage

Consistent personalization across growing field operations.

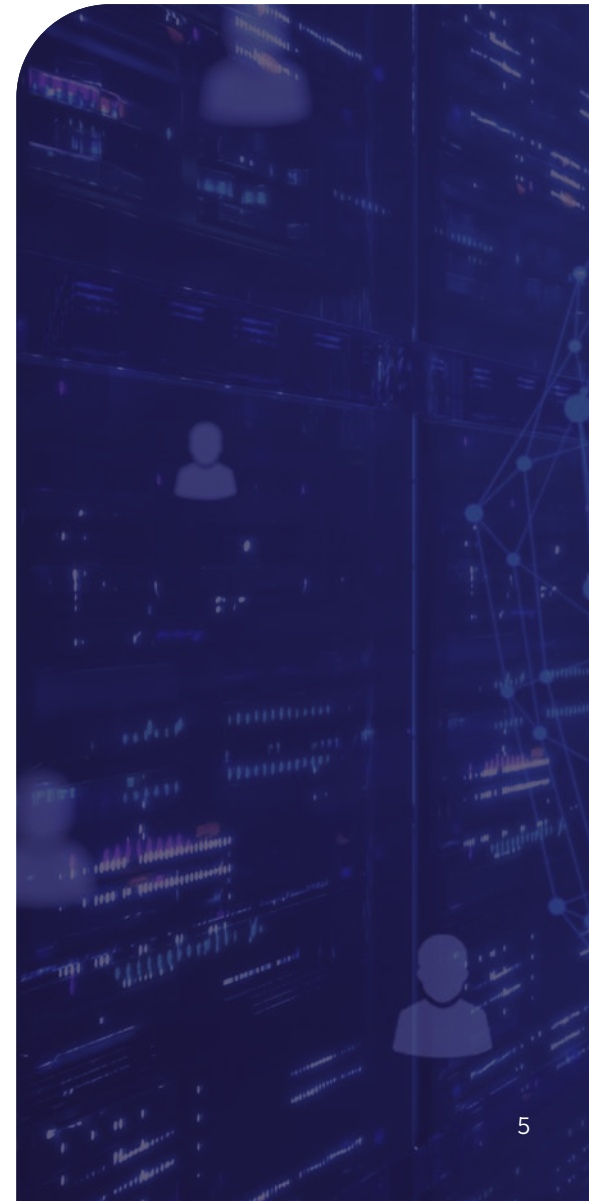
Driving real-world engagement at scale

More than 7,000 interactions have been completed end-to-end using recommended actions, demonstrating strong field adoption and execution effectiveness.

END-TO-END ENGAGEMENT

7,000+ interactions

Interactions feed back into the system, strengthening future recommendations.



Differentiated outcomes that help set us apart

- The HCP-first design prioritizes individual engagement behavior over campaign execution, enabling more precise and relevant interactions.
- Built-in AI transparency and explainability ensure alignment across field teams, compliance stakeholders, and brand leadership.
- Pre-built accelerators and connectors reduce integration effort and accelerate time to value across existing enterprise stacks.
- Proven deployment with measurable outcomes, demonstrating real-world impact across engagement, adoption, and commercial KPIs.

About Brillio

Brillio is a digital technology services company that drives AI-first engineering and design-led experiences for global enterprises. Born digital in 2014, its consulting-led services span Customer Experience, Data & AI, Product Engineering, and Digital Infrastructure. With an industry-leading NPS of 71, Brillio accelerates time to market through its proprietary BrillioOne.ai platform, powered by AI-ready talent with deep domain expertise.

Brillio is the official Digital Transformation Partner and the official Data and AI Services Provider of Atlassian Williams Racing. Brillio partners with leading technology providers including Microsoft, AWS, Google Cloud, Salesforce, Adobe, Databricks, and Snowflake and operates with 6,000+ “Brillians” across 15 global delivery centers. Consistently recognized as a Great Place to Work® since 2021, Brillio blends innovation, talent, and purpose to deliver measurable outcomes for clients and fulfilling careers for employees.



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