



CONTENT POWERHOUSE

**Creating a state-of-the-art GenAI tool
for the pharmaceutical industry**

Where Sanofi was . . .

- Reliant on an outside agency for virtually all communications
- Dependent on days or weeks of work reviewing and summarizing medical literature
- Averaging 60+ days lead time for an email
- Unable to adapt results quickly

Where Sanofi is . . .

- Increased accuracy
- Assets on par with agency work
- A state-of-the-art GenAI tool able to review and summarize relevant medical literature in seconds
- Average lead time reduced to 35 days, including MLR
Case in point: A rep email went from kickoff to MLR-approved in only 7 days

Sample wins . . .

- First draft of 1,500-word Atopic Dermatitis article—incorporating all relevant literature—with 36 hours of assignment
- Creation of explanatory videos employing realistic GenAI instead of actors
- HQE proof of concept—including AI-generated illustration—within 48 hours of assignment

GenAI-specific strategies . . .

- “MLR Companion,” an embedded feature that highlights potential MLR issues
- Persona-specific marketing prompts that allow the tool to “brainstorm” further content
- Months of high-level prompt engineering to train the tool
- Contextualization features to pull up brand, indication, location, etc.—incorporating hundreds of pages of brand guidelines and customer data

Non-GenAI strategies . . .

- Constant close collaboration with CX designers and Paris-based GenAI product owners
- New and improved templates to streamline production
- Introducing Sanofi to updated collaboration tools (Figma, Smartsheet, etc.)
- Pushing Sanofi toward best web practices