

THE Medical Brief

CLINICAL INTELLIGENCE PLATFORM

Clinical intelligence for healthcare professionals.

The engagement layer pharma has been missing.

Submitted · Sanofi AI for Health Track

Built with Lovable + Claude API

themedicalbrief.ai

87%

of HCPs ignore
pharma comms

€180B

annual pharma
marketing spend

2.1×

more HCPs online
post-COVID

0

AI-native engagement
platforms exist

Pharma engagement is broken. The system hasn't kept up.

Three eras. Each failed differently.

ERA 1

The Old Model

- Rep visits via receptionist & practice manager
- Face-to-face lunches & conference events
- Relationship-driven but impossible to scale
- Entirely dependent on physical access

✗ Access is collapsing

ERA 2

Digital Chaos

- Shift to email blasts & virtual webinars
- Multiple disconnected tools: CRM, events, content
- High volume, near-zero relevance
- Doctors overwhelmed → disengage completely

✗ Noise without signal

TODAY


Fragmentation

- Events, CRM, content — siloed & disconnected
- Engagement is episodic, never continuous
- Zero visibility on what drives prescribing
- Wasted budget. No feedback loop. No system.

✗ No system. Only tools.



 DR. SARAH CHEN — GP, Manchester

 ELI LILLY MSL DASHBOARD · Platform works for any pharma or medical device company

01

7:30 am

Morning Brief

Opens AI news feed. Sees NICE Mounjaro update for T2D & obesity. Reads in 3 minutes on her phone.

LILLY INSIGHT

42 GPs in Manchester opened the Mounjaro NICE update this morning. 68% read to completion. Highest engagement: North West.

02

1:00 pm

CPD Webinar

Watches 14-min Eli Lilly webinar on Mounjaro dosing titration during lunch. CPD credit logged automatically.

LILLY INSIGHT

Dosing titration webinar: 91% completion rate. Top GP questions flagged: hypoglycaemia risk & pancreatitis warnings.

03

2:15 pm

Asks the AI

"What's the CV outcome data for Mounjaro vs Ozempic?" Claude-powered AI answers instantly with cited trial data.

LILLY INSIGHT

'CV outcomes vs Ozempic' is top AI query this week across 180 GPs. Clinical content flagged for update.

04

2:45 pm

Books a Rep

Requests Lilly MSL meeting for Thursday 4pm. Confirmed in 2 taps — no phone calls, no gatekeeping.

LILLY INSIGHT

Booking logged. MSL auto-briefed with Dr. Chen's full query history, webinars watched, content consumed.

05

After Rx

Feedback Loop

Prescribed Mounjaro to 2 patients. Platform asks: 'Why Mounjaro? What nearly stopped you?' — 2 taps total.

LILLY INSIGHT

Insight captured: 'Chosen for CV profile. Concern: cost vs Ozempic.' AI recommends: address cost objection in North West.

Their platform. On their time & terms.

GPs, specialists, surgeons — engaged without disrupting their day.

AI Daily Brief

Personalised drug & device updates by specialty. Under 5 minutes.

CPD Hub

Pharma & medical device webinars with automatic accredited CPD tracking.

Ask Anything

Claude-powered AI: instant product questions, trials, dosing, side effects — cited.

Book on Your Terms

Request rep meetings & events. No gatekeepers. Confirmed in two taps.

Peer Forums

Verified clinician discussion. Anonymous feedback. Real signal from prescribers.

Intelligence dashboard. By product. By region.

For Sanofi, Eli Lilly, AstraZeneca, Roche — and medical device companies.

Regional Heat Map

Which regions engaging with which products? Where is spend wasted? Real-time.

By Product View

Forum sentiment, top GP questions, prescribing conversion. Are clinicians converting — and why?

Why / Why Not

Captured decision data: price objections, side effects, competitor preference. Per region. Per specialty.

AI Strategy Engine

"Run dosing webinar in Bristol. Address cost objection in North West." Powered by Claude (Anthropic).

ROI & Rep Tracker

Campaign performance, cost per interaction, rep efficiency. Prove every euro spent.

€20M+

ARR by Year 3 · From a €280B+ addressable market

10 brands × Growth tier	€900K / yr
50 brands	€4.5M ARR
200 brands + Enterprise	€20M+ ARR

★ MOST POPULAR

STARTER

€2,500/mo

Per product

- News feed placement
- 3 hosted webinars / quarter
- CPD content distribution
- Basic engagement analytics

GROWTH

€7,500/mo

Per product

- Rep booking + events system
- Regional performance dashboard
- Feedback loop (why / why not)
- Everything in Starter

ENTERPRISE

€18,000/mo

Per product

- AI strategy recommendations
- Full product intelligence layer
- Rep tracker + KOL forum access
- Everything in Growth

DATA LAYER PLAN

Sold separately

- Anonymised prescribing decision drivers
- Regional pricing sensitivity by specialty
- Competitor comparison signals
- Market gap data for R&D pipeline



Build the supply. Prove the value. Monetise. Then dominate.



NOW → MONTH 3

Build the Supply

→ Attract clinicians for free

- Free AI news feed (specialty-filtered)
- Free CPD webinar hosting for pharma
- Partner with medical unions & colleges
- Social media PR + HCP campaigns
- Built at Sanofi AI Hackathon

MONTH 3-6

Pilot Programme

→ Run 2 paid pilots with pharma

- Pilot #1: Pharma brand — engagement campaign
- Pilot #2: Medical device — HCP onboarding
- Rep booking + events system live
- Activate feedback loop (why / why not)
- Goal: 2 pilots validated, 2,000 HCPs

MONTH 6-12

Monetise

→ Convert free to paid

- Launch Starter & Growth tiers
- Full company dashboard live
- AI strategy engine in beta
- Data intelligence reports separately
- Goal: €250K ARR, 10 paying brands

YEAR 2+

Scale & Dominate

→ Expand & own the data

- Enterprise + full data layer
- France, UAE, Germany, Ireland
- Medical device — next vertical
- Redistribute a nonymised data for R&D
- Goal: €2M ARR, Series A