



# ABBVIE: FILTERING THROUGH THE NOISE: HOW NEXT BEST EXPERIENCE TRANSFORMS PHYSICIAN INTERACTIONS

## VIDEO TRANSCRIPT

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USMAN TAREEN – Hi my name is Usman Tareen I'm a director with Accenture cloud first I'm the north America lead for our hop products operating group for Pega practice I work with our clients from sales through delivery to ensure customer success today we have one of our clients Abbvie to discuss their experience delivering next best experience. Hi Michael, can you please introduce yourself to our audience and talk about Abbvie

00:41

MICHAEL KIRZHNER - sure Michael Kirzhner I'm an associate director with US commercial IT organization here at Abbvie. Abbvie is a global

research-based bio-pharmaceutical company that is focused on creating remarkable impact on patients' lives and we do it through our mission of discovering and delivering innovative medicines that solve serious health issues of today and deliver medical challenges and solve medical challenges of tomorrow. Now to do that just like many other organizations right now we're really focused on making sure that we have exceptional customer experiences for the multitude of customers that we have, patients, and other customers as well. My focus specifically is around creating those experiences for HCPs or healthcare professionals or in the rest of the world they're known as doctors

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USMAN TAREEN – and Michael help our audience understand what's your role in this program



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MICHAEL KIRZHNER - yeah, I'm an HCP ecosystem architect as you could imagine creating those exceptional customer experiences that they feel seamless and feel like uh the rest of the world like what our doctors are expecting from other companies in the space like from the consumer brands like Google and Facebook it takes a lot of technologies and all of them working in unison and be in a coordinated fashion my job is to be the glue and help that actually occur to create those customer experiences across the marketing technology stack

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USMAN TAREEN – thank you Michael can you tell us about Alden or AI driven decisioning engine and how it fits into your vision and ecosystem

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MICHAEL KIRZHNER - of course um, before we jump into it, I just wanted to remind you or kind of let the audience know that we took a very holistic approach to marketing technology stack we took a step back and we said what do we actually need in our on in our marketing technology stack to achieve the vision that we had and we know we knew that we needed data we needed a customer experience layers but we also needed a decisioning engine a place where we could make those insights around the customer and help determine what is that next best experience that we should be acting on and then communicating that to the rest of the ecosystem to the our engagement layer so that experiences could actually come to Fruition. And in that process, we knew that we needed three pillars we needed advanced analytics we need a business rule management and we needed a capability to almost coordinate and have a business process automation to coordinate the decisioning process and then distribute their insights to the rest of the world of our ecosystem

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USMAN TAREEN – and how did Accenture and Pega got involved into this program

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MICHAEL KIRZHNER - well once we defined our problem statement, we needed to find a solution so naturally we went to our partners and we asked them what can you recommend what type of technology what type of solutions exist out there in the marketplace that could solve those things that we wanted to address and Accenture was one of the people that we reached out to and they recommended that Pega might be a good fit a good platform for us to solve these challenges through further um evaluation we agreed with them we knew that we already had the solution for advanced analytics so that was not a gap for us and for business rule management and business process automation Pega seemed like a good fit to solve the problems that we had

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USMAN TAREEN – so how does AIDEN actually work

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MICHAEL KIRZHNER - so as you could imagine um it starts with the data agent Aiden ingests data and then it starts a collection of decisioning processes be it through our advanced analytics stack or be it with the business rules and then that business process automation that we talked about is what helps us to actually string those decisions uh in a sequence in the appropriate sequence and at the end of all those decisioning logic and all that decisioning sequencing our hope is that suggestions or recommendations insights are generated for our customers that could later be distributed to the rest of the



ecosystem and inform the experiences that we're going to drive through the engagement layers that you see on the right and to do that effectively we start our decisioning process by finding or defining rules that help us identify doctors that will be eligible for the decision process for what we're trying to monitor and once we have those doctors we're actually then applying other rules to see. Did they exhibit behavior that we care for and will they be applicable to go on to the next step which is finding a suitable action that we would want to do with them to create the experience for them that they would enjoy and be able to relate to and that's what we call suitability now as you could imagine through that decision logic and all that monitoring we could have a lot of actions or a lot of suggestions that could be generated for a doctor and we cannot take all the action so we had one more layer of decision that we had to build in and orchestrate called arbitration that goes through and reviews all the potential actions and recommendations that we have for our doctors and selects the next best action or the best course of action that we could actually do with the doctor and that's what actually get distributed to the ecosystem as a whole

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USMAN TAREEN – when you got on this journey, how did you define success for Aiden?

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MICHAEL KIRZHNER - as you imagine it looks simple right in theory, but we had solutions in the past and we knew that it's not a simple thing to achieve so one of the key success factors for us was how can we make it faster more flexible and cheaper more affordable to actually bring this type of capability to our business partners and to our marketers and so simplicity of use was a key consideration we didn't want to be kind of the bottleneck in the process and every time the decisioning process needed to be done to have to put developers at task create a project. So, we wanted to have something that the users could simply use to continue down this decisioning

path create their decisions and drive the impact that we're hoping to have in the marketplace so to summarize it flexibility making sure that we're able to address expanding needs cost and reducing manual intervention that was a key thing for us to accomplish now Usman let me ask you a question in reverse. We kind of knew what we wanted to achieve but you've done many Pega implementations yourself can you maybe talk a little bit about how is this implementation and your experience on this project is different from the multitude of implementations that you've done on Pega in the past

08:00

USMAN TAREEN – Yeah great question Michael for me it's the next-gen architecture by building that application layer on top of the engine to enable business for self-service separates it from a traditionally headless engine implementation. What this does is it allows business users to be able to go into production and be able to create update and delete suggestions without the need of any IT or help desk. What that allows is for organizations like Abbvie is, it provides faster go to market where business is making all these changes low cost of ownership with minimal IT support and above all you know the intuitive experience for the brand managers or business users to be able to run simulation in production live to see the outcomes without any impact to the underlying application. I think that really is, separates this sort of our implementation of decision engine from a traditional uh decisioning engine implementation. So, before we go Michael, I'm going to ask you one last question. What is next for Aiden?

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MICHAEL KIRZHNER - of course Usman so I think because it's still fairly new for us. We want



to make sure that Alden is stable and we're going to be focusing a lot on operating model and making sure that the operational processes are stable the other thing that we're going to be doing is expanding aid and making sure that it's available and it's being used by the entirety of our us commercial organization and all of our brands that are going to hop on board this capability and lastly just because of this solution is a part of the ecosystem we want to make sure that it gets properly incorporated into the ecosystem so that's going to be the primary focus for this year and we'll see how long it actually is going to take the second thing that I'm excited about is the fact that we learned a lot through this process and we see other opportunities for us to take advantage of digital decision and business process automation to drive additional value in other areas of the organization. So I think we're going to be exploring some of those opportunities as well

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USMAN TAREEN – I am so glad to be part of this journey and I'm really excited to what's coming next thank you so much for your time Michael

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MICHAEL KIRZHNER - Yeah, I'm excited as well huh obviously we think there was a very successful project up to now it opened up a lot of opportunity indoors for us and I look forward to see how it actually is going to make an impact on our organization and eventually and the patients that we serve

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USMAN TAREEN – Thanks again

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