



# Build vs. Buy: What's the Best Way to Implement **Conversational AI** in Pharma?

**24/7** access to treatment information needed by patients and healthcare providers (HCPs)

**82%** of consumers prefer to interact with a conversational AI instead of waiting to talk to a customer representative on the phone<sup>1</sup>

The question isn't should pharma brands have these virtual agents on their website, it's whether **they build their own or purchase a custom agent.**

## Building Bots in House

Unpredictable costs for data, development, and labor



Limited understanding of technical complexities may cause inaccurate responses



Subpar chatbots frustrate patients, HCPs, and caregivers resulting in a failure to convert



No system for data reporting and collecting first-party data



Ongoing technical maintenance and regulatory support required



## Investing in a **Custom Build**

Predictable costs and scalable infrastructure



Experienced engineers and medical experts train models to consistently deliver MLR-compliant responses



A seamless conversational AI user experience can foster loyalty and drive revenue



One-of-a-kind analytics ecosystem offers deep insights into audiences while protecting privacy



In-house tech experts with experience deploying



Don't risk frustrating patients, HCPs, and caregivers with subpar conversational AI, that can compromise your brand's integrity. **Maximize your investment and gather first-party data with Swoop Agents, MLR-compliant conversational AI, successfully launched with 100+ brands across 15 therapeutic areas.**

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