From whispers to wisdom: AI's role in demystifying IUD conversations

Swoop Agents provide round-the-clock, accurate information about contraception

AI Agents Unlock Patient and HCP Engagement and Insights

The flow of information about new therapies used to be linear: from pharma reps to doctors, and then to patients and caregivers. Today's digital landscape has revolutionized this dynamic, empowering consumers with instant access to medical information and equipping healthcare providers (HCPs) with frictionless digital tools.

Bringing complex healthcare information to the fingertips of patients is critical as they consistently show an increasing need to understand what they're facing next in their healthcare journey.

Pharma marketers can now engage these audiences through innovative approaches to owned channels while **capturing valuable first-party insights.** With AI agents, brands can empower patients, streamline communication with HCPs, and improve adherence.

This whitepaper explores how AI agents can be a groundbreaking solution for well-established brands that maintain relevance despite minimal recent advancements. With a case study into how the conversations patients have with agents can do more than answer complex questions with approved responses, they can also help brands connect the dots on gaps in their messaging strategies with patients and HCPs.

Whether you're managing a long-standing medication, a lifestyle choice drug, or any treatment that requires detailed patient and provider education, the power of AI-driven engagement strategies can **revolutionize your approach to customer interaction and data collection.**

As we delve into how Swoop Agents transformed IUD conversations, consider the parallels to your own brand challenges.

- How might 24/7 accessible, privacy-compliant AI assistance address the unmet educational needs of your patients and providers?

- What untapped insights could you gain from analyzing the questions your audience is really asking?

In this whitepaper, you will learn more about:

- Existing gaps of education in women's health, specifically with usage of IUDs

- The impact of Swoop Agents for an IUD brand

- How our industry can help patients and providers with virtual AI agents

> 10.4% of women ages 15 – 49 are currently using long-acting reversible contraception

Empowering Choices:
AI's Role in Advancing Women's Health Decisions

This shift in information flow and consumer empowerment is particularly evident in specialized areas like women's health, where patients are increasingly taking charge of their reproductive choices. Enter AI-powered virtual agents: cutting-edge digital tools that not only educate and engage target audiences effectively but also deliver the crucial voice-of-the-customer data that informs strategic marketing decisions.

When it comes to the lifestyle choice of contraception through intrauterine devices (IUDs), patient compliance for this drug class isn't based on symptoms or resuscitative needs and so any increase in **script writing is based on the HCP who is influenced by their patients' preferences.**

Despite being one of the most effective forms of reversible contraception, IUD brands must overcome misconceptions and misinformation. From societal stigma to a lack of new materials for HCPs, both patients and providers face knowledge gaps about the latest IUD brands and best practices. Many women have countless unanswered questions and fail to collect clear information regarding this drug class from conversations with their HCP. AI agents can provide education and guidance for patients and HCPs – while maintaining their privacy and anonymity.

In the realm of women's health, IUDs are commonly used in the United States.

In fact, 10.4% of women ages 15 – 49 are currently using long-acting reversible contraception.[1]

Studies have shown remarkable efficacy, safety, and extended duration of action advantages for IUDs over other contraceptive methods.

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IUD education barriers for patients and HCPs

Like many lifestyle brands, potential IUD patients may have significant apprehension and a need for detailed, accurate information before speaking with their HCP. Many women access information from friends and family who are currently using the device before seriously discussing options with their HCPs. The nature of these conversations can be uncomfortable and stigmatized, and despite being current IUD users, the average patient is not an expert. Attempting to learn more from websites and patient blogs can be overwhelming for these women.

For clear and trusted education, patients should talk with their doctor.

Securing an appointment with a physician can be a long and frustrating exercise, and the demand for healthcare services often surpasses supply, resulting in long wait times that can span weeks or even months.

Once an appointment is successfully obtained, the time allocation for the individual patient is often limited. One study found that the average length of visits was 17.4 minutes, and in that time, the median talk time by the patient was 5.3 minutes.[2]

Patients may feel rushed and unable to fully articulate their questions and concerns, while physicians are pressured to provide a hurried education on the matter. Many times patients are ill-prepared on what to ask their doctor, and those precious minutes may slip by without a clear path forward. This scenario not only impacts patient satisfaction but may also leave them ill-equipped to decide on a treatment.

HCPs need continuing education on everything.

HCPs face their own set of difficulties getting up-to-date product information. IUDs are well established devices that have had minimal evolution in their formation, and new studies and papers being published on the devices are rare in comparison to other therapies.

When you have a product like this, providers are expected to retain an immense amount of information on a variety of subjects, and they often need information on everything from pricing and financial aid to unlikely adverse events and conception after removal.

As a result, many patients, influenced by fragmented education from their physician or potentially inaccurate information from other sources, remain unaware of the true benefits and potential drawbacks associated with these devices. This gap in knowledge not only impacts individual health choices made by women but also the manufacturers' ability to get their device to appropriate patients.

All in all, knowledge gaps affect broader public health outcomes.

Average length of doctor/patient appointments

17.4 minutes
average appointment with a physician

5.3 minutes
median talk time by patient

5.2 minutes
median talk time by physician

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Beyond office hours:

Swoop's AI Agents redefine IUD information access

" These illuminating insights reaffirm the need for even existing patients to have an instant, anonymous, frictionless portal to ask questions where they can trust the preauthorized answers all while maintaining their privacy.

Women and their providers need an accurate, around-the-clock digital information hub that makes it easy to find the answers to their IUD questions. Working with an IUD brand to overcome these issues in educating HCPs, patients, and caregivers, Swoop trained virtual agents to assist patients and providers.
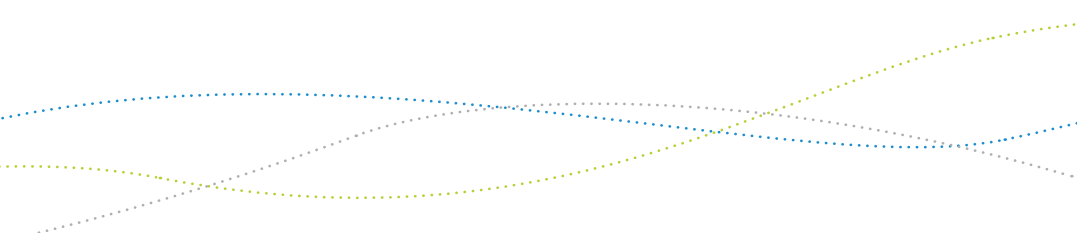
Using AI to automate, scale, and distribute human-authored and pre-authorized medical content on the brand's website, Swoop Agents **respond to questions with 100% MLR-approved pre-authorized answers.**

If a woman asks, "Where does this IUD go?", the agent is able to decipher this informal question and reply to the user with an MLR-approved response with information on administration of the device and its anatomical placement.

In nine months, the Swoop Agent engaged in 6,500 conversations. The IUD brand's website averaged around 100 unique questions and engagements. As the agents provide privacy and anonymity, users of the agent are liberated to ask questions they may otherwise shy away from inquiring about in person.

7x more HCP engagement for the IUD agent than other drug classes

HCPs engaged with the Swoop Agents for the IUD brand more than any other brand in the manufacturers' portfolio. When analyzing average engagement by HCPs for each brand, within a diverse portfolio of the manufacturer, IUDs had 7x more engagement from users than any other drug class, including leading chemo and renal treatments.

Remarkably, 43% of patient questions related to post-administrative care and practices. These questions varied from "What to expect after getting an IUD?" to "How long after administration can I be sexually active?"

The safety and efficacy of the product was also a top concern, 26% of inquiries focused on side effects and how successful IUDs are as a contraceptive method. Finally, 11% of users inquired about cost and financial assistance.

Patients engaged at every stage of the health journey through Swoop Agents

Potential new patients, who engaged the Swoop Agents wanted more information. With 35% of the questions these users asked focused on efficacy, usage, and safety considerations. These included: "Where is an IUD placed?", "Who can use an IUD?", and "What are common side effects?". The most recurrent prompt, from this general topic, was simply: "I'd like to learn more about IUDs".

This group also needed more information about costs and financial assistance.

Surprisingly, the majority of conversations (65%) were with patients that already had an IUD. Their questions demonstrated the gaps in patient and provider communications either caused by difficulty in finding time with HCPs or the shame associated with contraceptives.

For example, 10% of all conversations between the agent and patients with the IUD covered sexual intimacy after administration – a topic understandably uncomfortable for some patients to discuss with their HCPs.

Helping the IUD brand share direct, clear, and accurate responses to questions about its product, **Swoop Agents also uncovered critical business insights about patients' and providers' medical questions in a privacy-safe environment.** For instance, approximately 7% of all queries were regarding onset of action, i.e "When does the IUD start working?" A straightforward yet essential question that patients struggled to find the answer for on an authorized patient-facing website. After learning about this trend, the brand manufacturer optimized their educational material to ensure answers to this question and relevant education surrounding this topic is easy to find.

These illuminating insights reaffirm the need for even existing patients to have an instant, anonymous, frictionless portal to ask questions where they can trust the preauthorized answers all while maintaining their privacy.

Quick Facts

In nine months, Swoop Agents engaged in:

6,500
conversations

Top concerns of patients:

43%
post-administrative care and practices

26%
side effects and effectiveness of IUDs

11%
cost and financial assistance

Swoop Agents
unlock your brand.com
first-party data potential

Swoop Agents for the IUD brand empowered women to make informed health decisions and provided valuable support for HCPs. The brand's marketers also learned from the real world interactions, without exposing any private information.

The anonymous data provides insights into patient needs and concerns, and gaps in current educational materials. This enables the development of valuable and necessary messaging and campaigns that speak to the target audience's real needs.
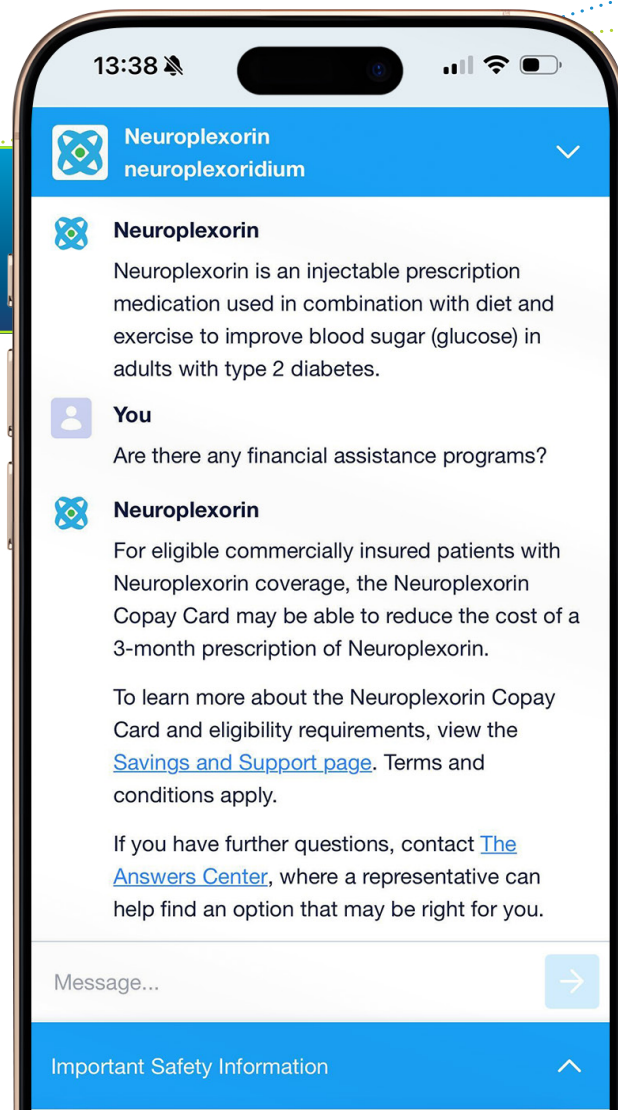
Paving the way for a better healthcare ecosystem

As the healthcare industry continues to digitize, the potential for AI-driven engagement extends far beyond contraception. From chronic disease management to rare disorders, the principles demonstrated in this IUD case study can be applied to enhance patient care, support HCPs, and drive brand success across the pharmaceutical landscape.

By embracing Swoop's conversational AI technology, pharmaceutical marketers can transform their brand.com websites from static information repositories into dynamic, interactive platforms that not only educate and engage but also generate valuable first-party insights.

The addition of Swoop Agents to a brand's current toolkit fosters collaboration behind the scenes and connectivity between patients, HCPs, and manufacturers. They undoubtedly pave the way for a better healthcare ecosystem.

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Neuroplexorin
neuroplexoridium

Neuroplexorin

Neuroplexorin is an injectable prescription medication used in combination with diet and exercise to improve blood sugar (glucose) in adults with type 2 diabetes.

You

Are there any financial assistance programs?

Neuroplexorin

For eligible commercially insured patients with Neuroplexorin coverage, the Neuroplexorin Copay Card may be able to reduce the cost of a 3-month prescription of Neuroplexorin.

To learn more about the Neuroplexorin Copay Card and eligibility requirements, view the Savings and Support page. Terms and conditions apply.

If you have further questions, contact The Answers Center, where a representative can help find an option that may be right for you.

Message...

Important Safety Information

See what virtual agents can do for you

With increasing demands for digital education coinciding with large amounts of information on highly complex science and medical products, the moment for virtual agents is now. Through these platforms, brands can not only deliver reliable, trust-worthy information to providers and patients, but they can also get business insights that measurably inform their next move.

Swoop Agents:

Deliver first-party, voice-of-the-customer data

Create a personalized digital experience

Understand complex natural language

24/7 access to 100% MLR-approved product information

Gather consent for compliance and transparency

Click Here to Learn About Swoop Agents

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Contacts
and sources

Sources

1. "Contraceptive Use" (CDC) Retrieved from https://www.cdc.gov/nchs/fastats/contraceptive.htm

2. "Time allocation in primary care office visits" (NIH) Retrieved from https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2254573/

Author
Dr. Duré Hussain

With a background in clinical practice, Dr. Hussain brings a unique perspective to the company by intersecting technology, healthcare, and access. She is passionate about breaking down global infrastructure barriers and promoting health equity. Dr. Hussain's journey with Swoop began after meeting a fellow physician who explained the unlimited potential of scaling medical conversations through advanced AI; this resonated especially after observing telecommunications were far more accessible than healthcare first-hand in her clinical work. In her role as a commercial consultant, Dr. Hussain ensures that current customers can reach out during escalations and provides training and support for data questions. She also helps customers establish a bridge between advancing technology in healthcare while ensuring compliance in the Medical Legal Regulatory (MLR) review process. Dr. Hussain's role allows her to ensure a seamless connective ecosystem between technology and life sciences while empowering HCPs to drive better patient outcomes.

About
Swoop

Swoop is a leading provider of AI-driven, precision healthcare omnichannel solutions dedicated to protecting consumer privacy and improving patient outcomes. By prioritizing privacy and compliance, Swoop delivers industry-leading audience segments, 100% MLR-approved conversational AI agents, and now a leading opted-in patient social network in the U.S. through its acquisition of MyHealthTeam. Swoop's solutions drive meaningful patient and provider engagement, optimal conversion, and measurable increases in Rx lift across the patients' health journey.

Find out how Swoop Agents can drive engagement with target audiences 24/7.

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