

BEST GEN AI USE CASES TO SHOW PRACTICAL BUSINESS VALUE

in HCLS/regulatory environments

softserve

GENERATIVE AI (GEN AI) IS TRANSFORMING BUSINESSES BY INCREASING EFFICIENCY AND IMPROVING PATIENT EXPERIENCES

However, implementing Gen AI in the tightly controlled healthcare and life sciences (HCLS) sector is challenging. Many leaders find it difficult due to the risks and strict data security rules in their industry. Finding practical operational AI use cases that deliver measurable business impact is also a challenge. And once a use case is chosen, leaders often face another challenge — data and infrastructure readiness.

In fact, a 2024 commissioned global study conducted by Forrester Consulting on behalf of SoftServe found that 89% of businesses struggle with preparing data.

Finally, most companies lack a partner with technical skills to accelerate success. Despite the challenges, Gen AI offers exciting potential. And if leaders start with practical, operational use cases, they'll see quick benefits, build trust, and set the stage for more advanced applications.







This solution brief outlines the strategic application of Gen AI to achieve tangible business value within the HCLS sector, despite regulatory hurdles.

GEN AI'S PROMISE

HEALTHCARE	Autonomous virtual primary care	Analyze electronic health record (EHR) data	Autogenerate personalized patient education materials	Clinical condition diagnosis
LIFE SCIENCES	Medical science intelligence	Improve clinical trial design	Drafting regulatory filings	Promotional content authoring

GEN AI ENHANCES HOW WE USE INFORMATION

Gen AI analyzes vast amounts of data to uncover hidden patterns, automates tasks to streamline workflows, and delivers personalized experiences. Here are real-world examples that bring these capabilities to life and transform your operations.

-  **Information discovery for research** Gen AI analyzes large datasets to find patterns, trends, and hidden connections, helping researchers find new insights.
-  **Improved processes** Gen AI automates tasks, creates content, and streamlines workflows, freeing up time for more strategic activities.
-  **Data insights** Gen AI analyzes large datasets to find trends, correlations, and outliers, helping users understand complex systems and make better decisions.
-  **Predictive analytics** Gen AI predicts future events like patient behavior, market trends, or equipment failure, making it easier to plan.
-  **Personalized experiences** Gen AI customizes content and recommendations for patients and healthcare providers (HCPs) based on their data.
-  **Content creation** Gen AI writes text, and translates languages, making content creation easier.

ORGANIZATIONS THAT IMPLEMENT THE USE CASES WILL



SEE LOWER OPERATIONAL COSTS



GAIN BETTER INSIGHTS



IMPROVE ENGAGEMENT WITH PATIENTS AND HEALTHCARE PROVIDERS

3 USE CASE EXAMPLES

1. INCREASE SOFTWARE DEVELOPMENT PRODUCTIVITY

When it comes to software development, SoftServe sees Gen AI as a time-saver and means of fostering a new era of creativity and efficiency, catalyzing higher team productivity and better project outcomes. We initiated research to see if integrating AI into a software development lifecycle helps retain jobs and deliver exceptional results. Results:



DECREASED TIME-TO-MARKET BY 31%



INCREASED OUTPUTS GENERATED BY 45%

2. IMPROVE PROVIDER ENGAGEMENT



Challenge

Commercial and medical affairs teams want to build better relationships with their providers but often have disjointed conversations. This leads to a frustrating, irrelevant, and meaningless experience for HCPs.



Solution

Gen AI helps life science organizations quickly turn large amounts of sales and medical information from different channels into smart, personalized engagement strategies for HCPs.



Results

Medical science liaisons and sales reps will have more frequent, relevant, and personalized interactions with HCPs and key opinion leaders.

3. SMARTER CARE MANAGEMENT

Smart Care Management supported with Gen AI allows healthcare payers to use existing sources of data that are often overlooked to proactively identify care needs and create a personalized digital experience that can improve care compliance and disease prevention.

Gen AI offers a unique blend of automation, personalization, and data-driven insights:

Payers can use Gen AI to analyze vast datasets of medical claims, member demographics, and social determinants of health to identify individuals at high risk for developing chronic diseases or experiencing complications.

This helps payers meet their goal of providing data-driven, proactive intervention and care that is focused on preventative, whole-person wellness.



START WITH A PRACTICAL APPROACH

SoftServe recommends that healthcare and life science organizations start with practical, operational use cases. With this approach, organizations will:

- **Build foundation and trust** High-quality data drives successful AI applications. Starting with practical uses improves data management and builds trust in AI's capabilities.
- **Score early wins and momentum** Starting with small, achievable goals such as task automation and workflow improvement delivers faster results. This approach builds excitement and support for wider AI adoption.
- **Lower risks and integrate easier** Simpler, practical applications lower the risks of adopting new technology and ease integration into current workflows.
- **Learn and improve** Early projects offer important lessons about data quality, user needs, and ethical issues. These insights help create more advanced Gen AI tools later.

HEAR FROM OTHER CLIENTS

SoftServe helped ServiceTrade implement Gen AI to provide a better experience for their customers. "The place where we felt that most acutely was when we needed specific technical knowledge about Gen AI techniques that we didn't have. Having somebody come in with expertise was super valuable. It ended up being valuable for other projects, too. Many techniques we use on our internal use cases are ones we learned from the SoftServe data science team." Brian Smithwick, CTO and co-founder of ServiceTrade

EXPERIENCED PARTNER

Navigating the AI journey? You'll want an experienced partner to get the best results. SoftServe helps healthcare and life science organizations implement technologies, like AI/ML, Gen AI, and AI-supported platforms, to solve complex business challenges with its:

- Extensive AI/ML expertise and a large team of data scientists
- Three Gen AI offerings to support multiple adoption patterns
- Strategic partnerships with Amazon, Google Cloud, Microsoft, and NVIDIA
 - NVIDIA Elite Service Delivery Partner (one of three partners globally)
 - Global Launch Partner for NVIDIA Omniverse
 - Part of NVIDIA's Launch Partners for AI Enterprise (NVAIE)
 - Amazon Gen AI Competency Partner



LEARN MORE

Life sciences: SoftServe has held several Gen AI roundtables where leaders from the life sciences industry shared their expectations and experience with Gen AI.

Healthcare: Peter Burns, Director of Consulting and Healthcare Solutions at SoftServe, shares insights on how payer and provider organizations can successfully implement Gen AI.

[READ KEY TAKEAWAYS](#)

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SoftServe is a premier IT consulting and digital services provider. We expand the horizon of new technologies to solve today's complex business challenges and achieve meaningful outcomes for our clients. Our boundless curiosity drives us to explore and reimagine the art of the possible. Clients confidently rely on SoftServe to architect and execute mature and innovative capabilities, such as digital engineering, data and analytics, cloud, and AI/ML.

Our global reputation is gained from more than 30 years of experience delivering superior digital solutions at exceptional speed by top-tier engineering talent to enterprise industries, including high tech, financial services, healthcare, life sciences, retail, energy, and manufacturing. Visit our [website](#), [blog](#), [LinkedIn](#), [Facebook](#), and [X \(Twitter\)](#) pages for more information.

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