

Brief Introduction to ADVANCE[®]AI

Background on a few of the ADVANCE®AI leaders



Rob Wood

**ADVANCE®AI Exec
Chair**

Former Founder of
STEM

Rob@scarlettlife.com



Jess Clarke

**SVP Global Client
Relations**

Former Founding
Member at STEM

Experience in pharma
sales and marketing



Christine Duborg

SVP US Client Relations

Former Veeva US

Life Sciences Sales,
marketing, and change
management experience



Gary Page

CEO

Former CCO Envision

Former VP Commerical
at Veeva



Garrett Mears

CTO

Previous CTO for two
different healthcare
startups

Technical Advisor to
the Manchester Prize



Seb Janowski

**Head of Global
Customer Success**

Former SVP Central
and East EU STEM

Former SVP
International STEM



Bejal Jayanthan

**VP Global Client
Relations**

Former VP Client
Relations STEM

12+ years experience in
pharma marketing



Arthur Posch

**VP US Customer
Success**

Former AcuityMD SaaS
Customer Success
Leader

Former AVP of Sales in
Life Sciences



**Ali Bukar
ML Engineer**

Led AI projects from
verifying currency to
improving airports

Helped shaped UK's Online
Safety Act, briefing
members of the British
Government



Albert Cambridge

**Security and
Compliance Lead**
(Reports directly to our
dedicated in-house CTO)

Experience in
completing diligence
for tech within pharma



ADVANCE[®]AI is the **market leader**, providing pharma teams with **daily visibility** of in-call execution quality to **stay ahead**

Proven across 21 Companies

140+ Programs

includes

Europe : Americas : Japan
ANZ and expanding



Industry AI Benchmarking that drives action

From static metrics to NEW
industry-first progression
benchmarks



Experts in change management

Bringing field teams with us

8.5 NPS*

Collaborating with Pharma

30 Pharma Executives informed our
compliant-first built platform allowing
us to more easily navigate compliance,
legal and IT departments.



*average after 6 weeks in field

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Pharma Specific | Continuous | Proven

VISION

Plant 1 million trees in partnership with pharma



Partnering with JUST ONE TREE we're contributing to 14 out of 17 SDGs

Top 1%



Solution and key benefits

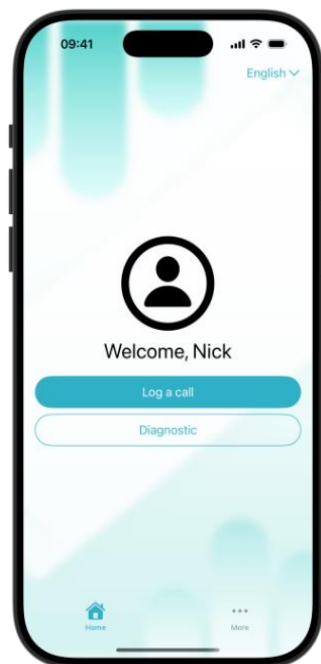
[Click here for a
2-minute
overview video](#)



ADVANCE® AI is simple tool providing **continuous visibility** to stay **continuously competitive** in a **compliant way**

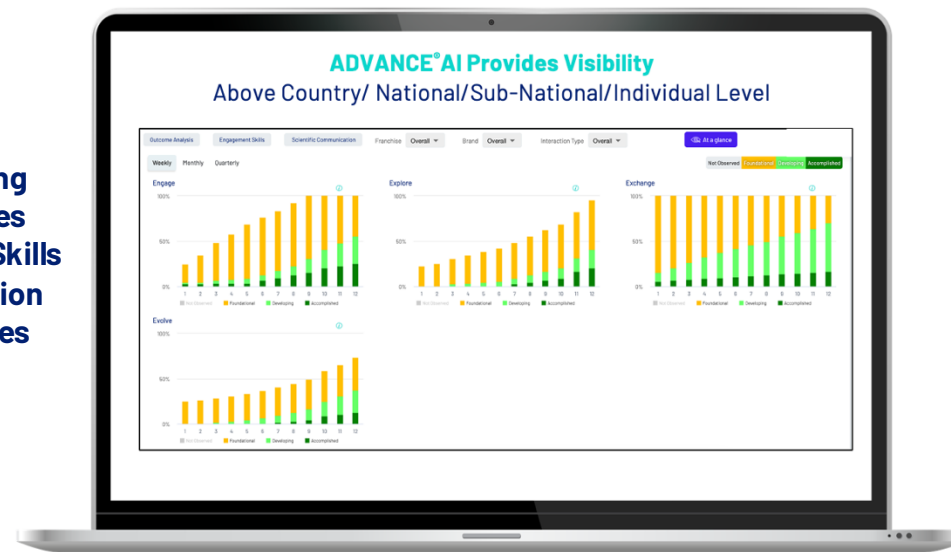
App downloaded to your device

MSL/Rep requests permission
from HCP to analyze the F2F visit
82% say yes



82% of HCPs say yes

1. **Marketing Messages**
2. **Selling Skills**
3. **Interaction Outcomes**



Analysis provides aggregated, non-biometric data, continuously identifying successful behaviors to help field teams to accelerate high performing execution and outcome success

Pharma Specific

- The ONLY field-based AI trained on specific **medical and marketing language**

Continuous visibility

- **Realtime dashboard** available for all levels of the business (Marketing, Training, Field Manager, Reps/KAMs and MSLs)
- **Quarterly head office** insight reports with industry experts moving to **90-day action planning** (vs snapshot once a year)
- **OPTIONAL: Strategic Interviews** for employees on their knowledge, confidence and belief in the strategy

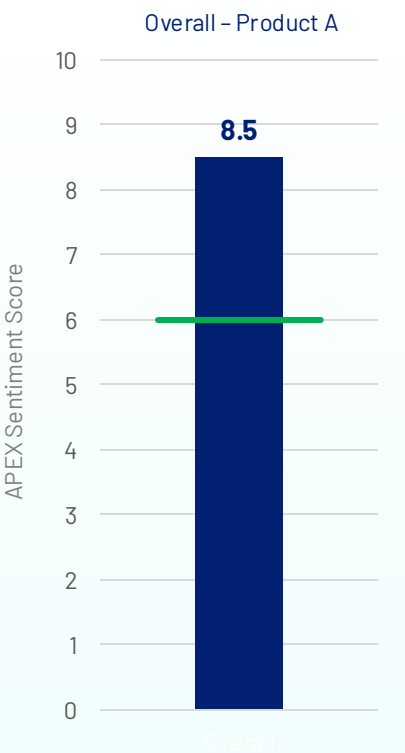
Built on a compliant framework

- **Deletes audio and transcript files** within microseconds still allowing for the possibility or retaining best practice examples



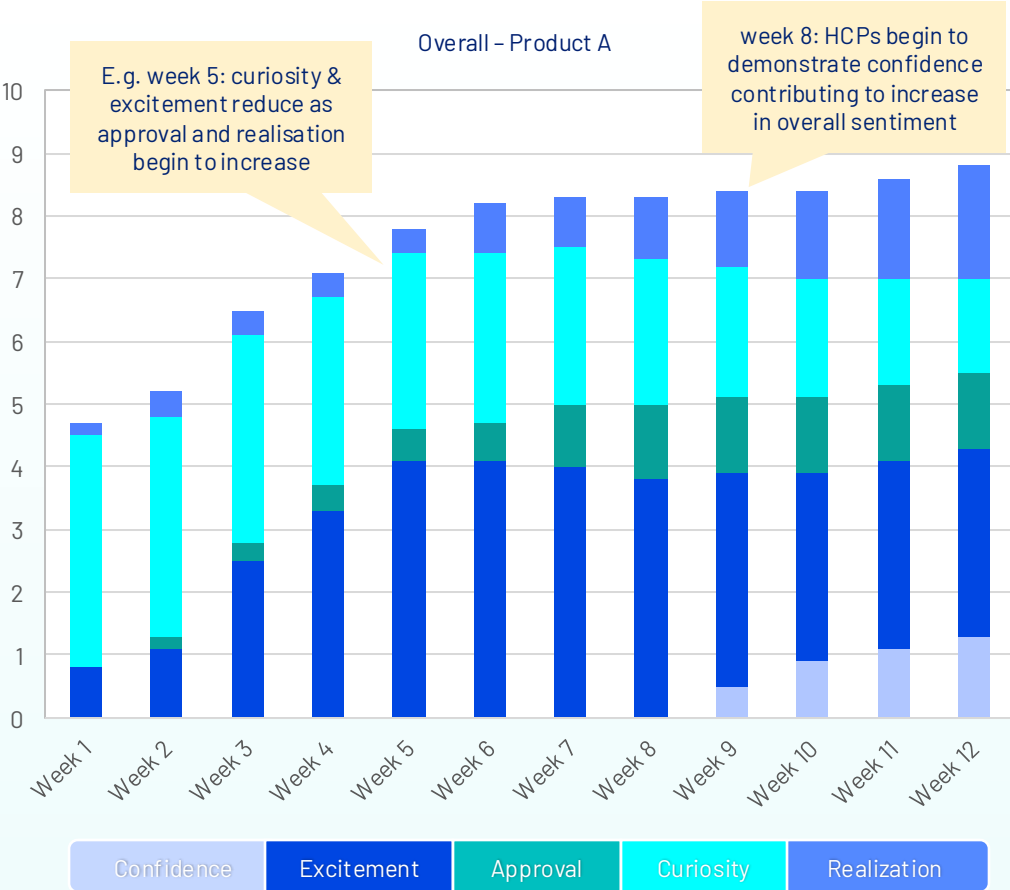
NEW PRODUCT -ADVANCE®AI Sentiment Analysis show you?

Simple overall product HCP sentiment score

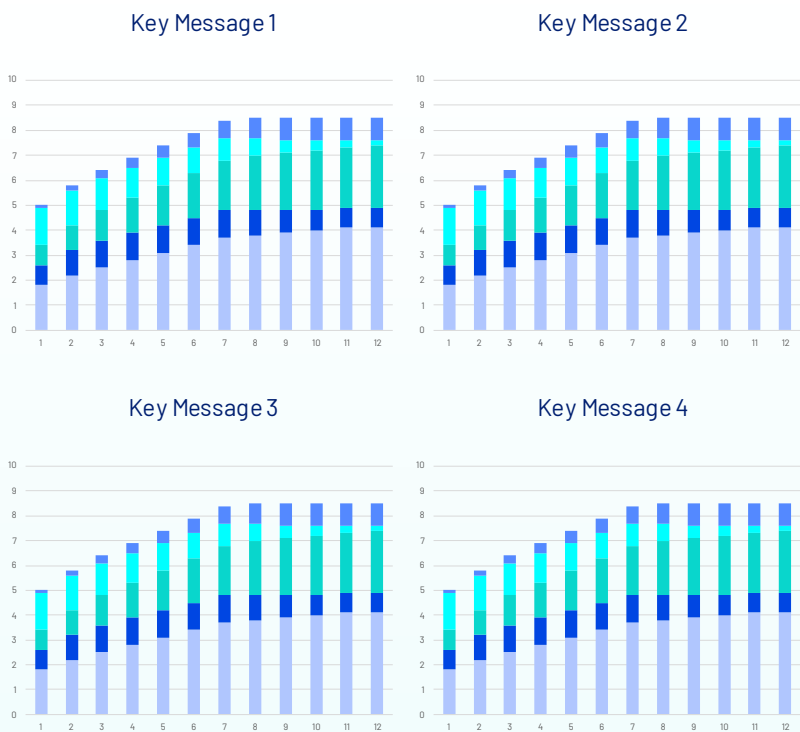


— Sentiment benchmarks provide industry comparison

See how sentiment evolves over time (weekly, monthly, quarterly) and a breakdown of what drivers are contributing



Drill down further by key message at above country, national, territory, or individual level*



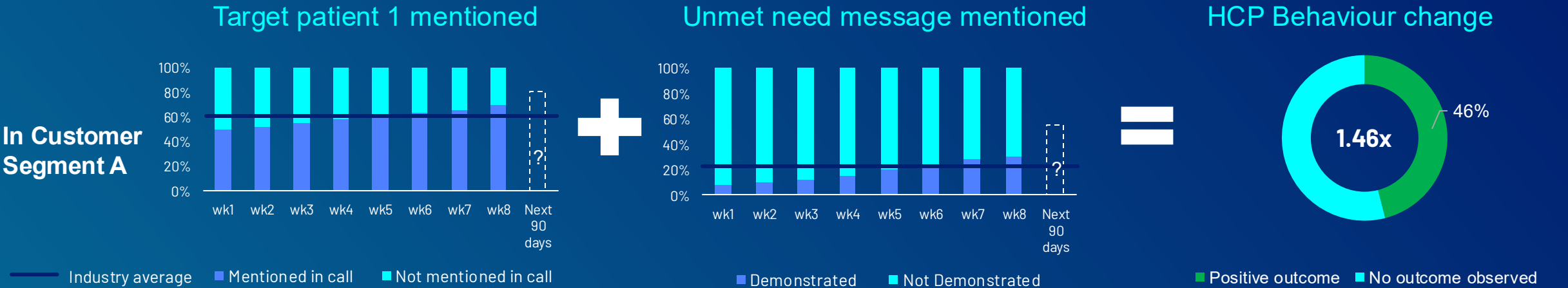
*HCP sentiment aggregated, and level of visibility can be tailored by client



Case Studies

An early view on your campaign provides opportunities to execute more consistently

Discussing target patient 1 & delivering a key message in the same call results in a 46% increase in positive outcomes - Impact Multiplier of 1.46



ACTION PLANNING AT WEEK 4



Marketing updated strategy and materials then cascaded to sales, training and the omnichannel teams



Training facilitated a session around Segment A



Sales focused on delivering the combination messages with Segment A

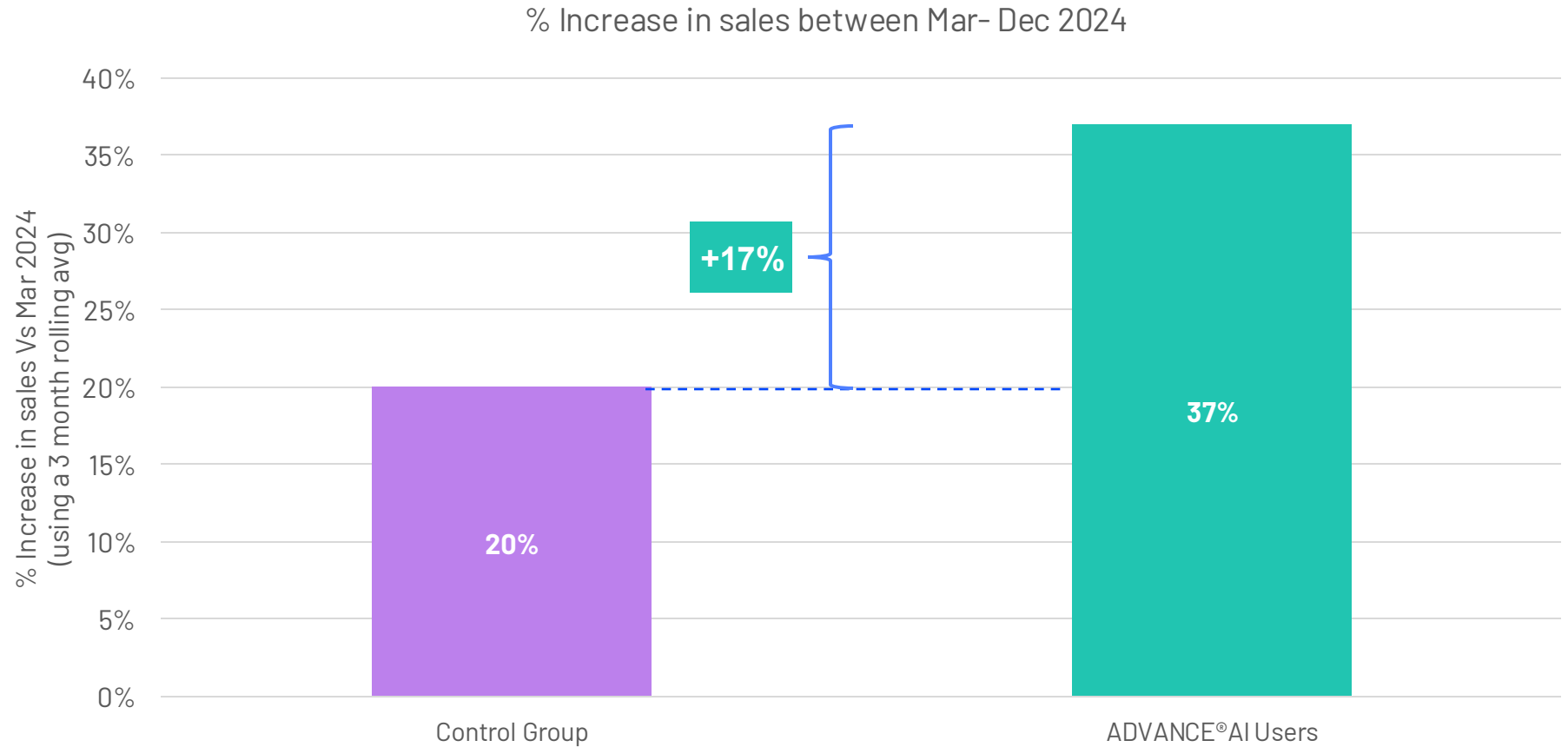


Omnichannel took learnings across other channels working with Segment A

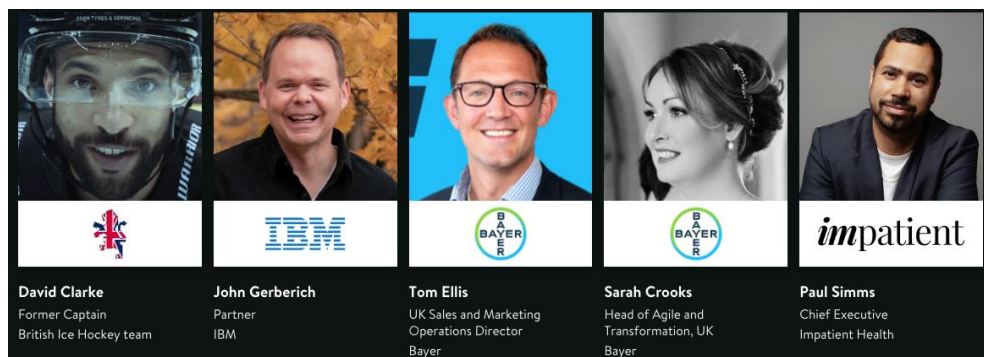


ROI case study from (Top 10) pharma company: Users of ADVANCE®AI see an accelerated rate of increase in sales +17% in just 9 months compared to the control group in the same period

This is a case study from a large pharma client. They are 3.5 years post launch in that growth phase. They thought it would be good to try a control-based case study where the control group and the AAI group had similar market access and such. Their goal was to see if there is a different in sales between the two groups.



Feedback directly from our clients using ADVANCE®AI for Sales Effectiveness



On 30th November 2023, ADVANCE®AI hosted an online webinar that featured panels of experts from Bayer, IBM and the Captain of the British Ice Hockey Team, who shared insights on high performers and results with ADVANCE®AI.

→ [Click here](#) for the recording

Skills coaching:

Sales Coaching Tool - <https://advanceai.tech/wp-content/uploads/2025/04/Using-AI-as-a-Coaching-Tool-for-Team-Development.mp4>

Insights at personal level vs national <https://advanceai.tech/wp-content/uploads/2025/04/Unlocking-Personal-Growth-The-Key-to-Success.mp4>

Marketing:

Marketing messages – which have the most impact - <https://advanceai.tech/wp-content/uploads/2025/04/Discovering-Growth-Opportunities-Through-Insights.mp4>

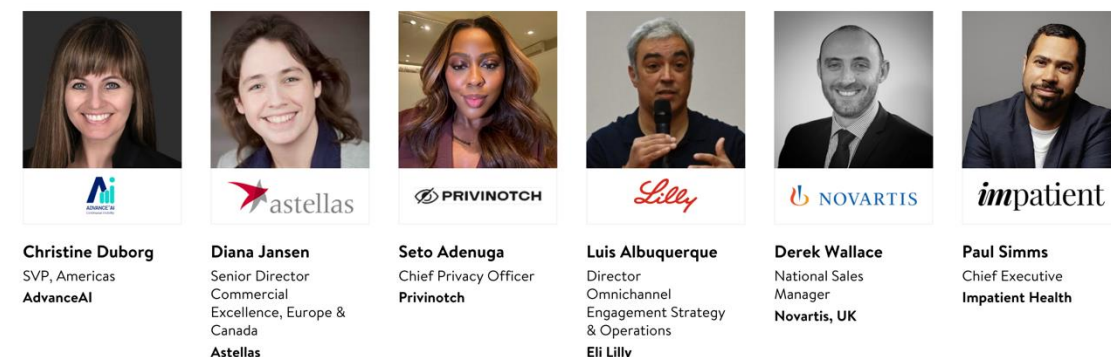
Marketing impact in real time - <https://advanceai.tech/wp-content/uploads/2025/04/Maximizing-Marketing-Impact-with-Real-Time-Data-1.mp4>

Power of Ranked Impact Factor - <https://advanceai.tech/wp-content/uploads/2025/07/AI-Feedback-Boosts-Customer-Sales-by-46-Instantly.mp4>

Outcome:

Increase in sales with ADVANCE®AI users - <https://advanceai.tech/wp-content/uploads/2025/04/The-ROI-of-Sales-Skills-A-Game-Changer.mp4>

Increase in positive outcome quickly - <https://advanceai.tech/wp-content/uploads/2025/07/Combining-AI-and-Coaching-Drives-13-Sales-Growth-1.mp4>



On 6th March 2025, ADVANCE®AI hosted an online webinar that attracted nearly 1,000 registrations from across the globe. The event featured panels of experts from Novartis, Astellas, and Eli Lilly, who shared insights on their experiences with ADVANCE®AI.

→ [Click here](#) for the recording

