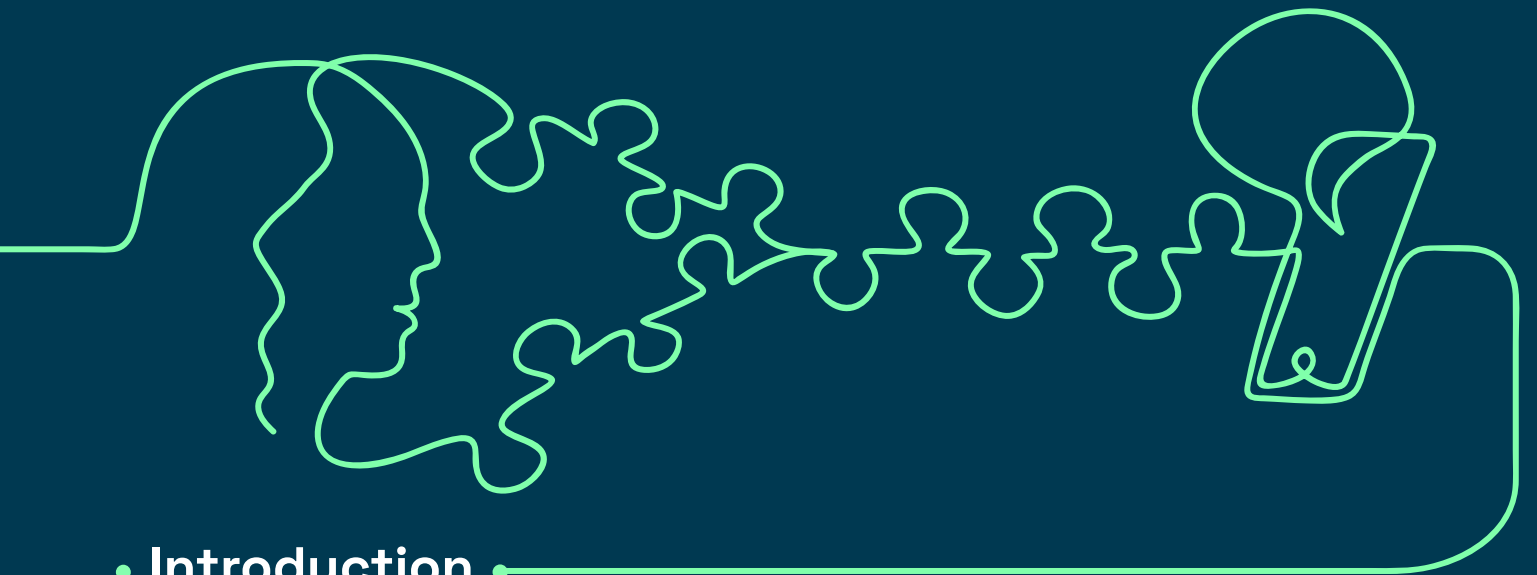


Fostering **Patient Engagement and Trust**

Organon and Lynx Analytics'
Chatbot Initiative





Introduction

In the dynamic landscape of Southeast Asia's healthcare, Organon, a global life sciences company focused on women's health, embarked on a mission to establish a stronger connection with consumers. Their ambition was to introduce an interactive chatbot capable of providing reliable information about contraceptive methods and empowering individuals to make informed decisions regarding their health.

Understanding the Crucial Challenges

Organon confronted a multitude of challenges in this endeavor. Central to their concerns was ensuring that every interaction through the chatbot complied meticulously with industry regulations and standards. Moreover, the potential reporting of adverse events by users during these conversations necessitated a robust system for prompt reporting and resolution.

Implementing an Effective Solution

To address these intricate challenges, Organon collaborated closely with Lynx Analytics, leveraging their expertise to develop a sophisticated yet user-friendly chatbot. The collaboration was marked by the integration of cutting-edge AI technologies into Organon's existing Azure platform, ensuring a seamless fit within their infrastructure.

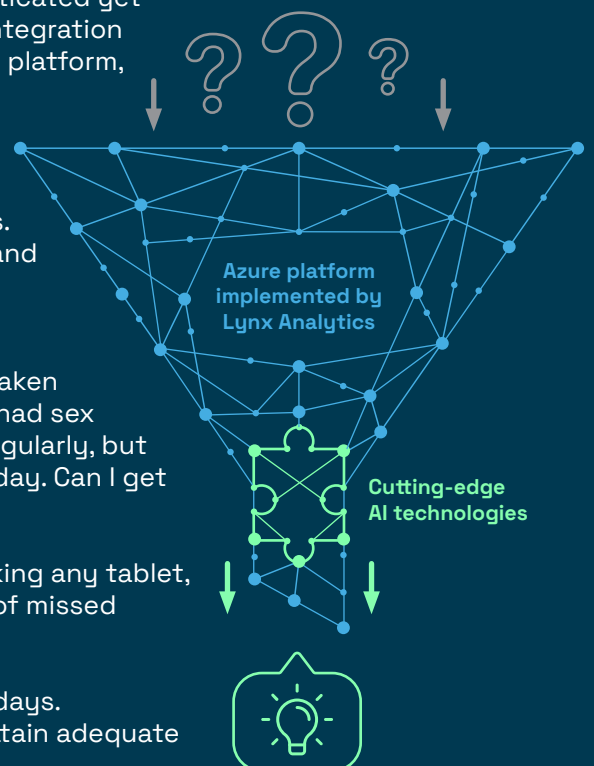
A cornerstone of this initiative was the development of a comprehensive repository housing carefully vetted responses to common inquiries about contraceptive methods. This repository empowered the chatbot to dispense precise and validated guidance.

For example, if a user asks the following questions:

I missed taking my contraceptive tablet yesterday but have taken it today at the usual time. Is there a chance of pregnancy if I had sex yesterday? Or, I have been taking my contraceptive tablets regularly, but I did not take it yesterday. I am back on the schedule from today. Can I get pregnant?

The response would be: If she is more than 12 hours late in taking any tablet, contraceptive protection may be reduced. The management of missed tablets can be guided by the following two basic rules:

- Tablet-taking must never be discontinued for longer than 7 days.
- Seven days of uninterrupted tablet-taking are required to attain adequate suppression of the hypothalamic-pituitary-ovarian-axis.



Feature-Rich Functionality Enhancing User

The chatbot boasted an array of robust features:



Stringent adherence to compliance guidelines, guaranteeing that every response met Organon's stringent standards.



The utilization of sophisticated algorithms for **continual improvement** based on user interactions, enhancing the chatbot's accuracy and relevance over time.



Implementation of a **streamlined workflow** to promptly address and report any issues or concerns flagged during conversations.



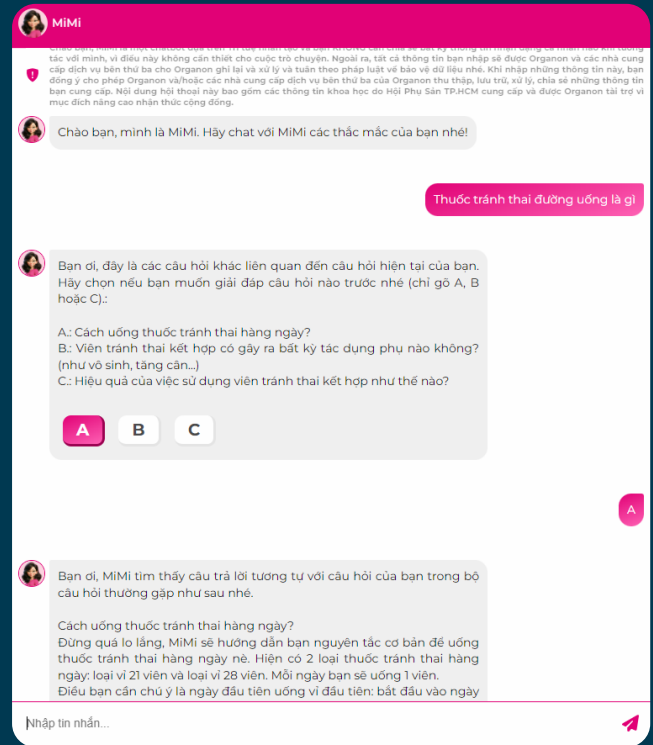
Seamless integration with local websites through a user-friendly interface, providing users with additional information and resources.



Comprehensive storage of conversation history, facilitating data-driven insights to refine and improve the chatbot's performance.



Extensive tracking and analysis of user interaction patterns, enabling Organon to optimize the chatbot's functionality based on user behavior and preferences.



Guiding Users on Tailored Journeys

The chatbot's role transcended that of a mere information provider; it functioned as a personalized guide, adept at recognizing user needs and directing them toward relevant resources. By discerning user queries, it intuitively guided individuals towards tailored content, such as suggesting educational videos or product websites based on their interests.

Impact and Future Development

The chatbot initiative yielded substantial positive outcomes. User engagement increased significantly, enabling better-informed decisions and fostering a sense of confidence among consumers. Looking ahead, Organon is enthusiastic about further refining and expanding the chatbot's capabilities to continue empowering individuals with accurate and accessible healthcare information.

Conclusion: Empowering Healthcare Access

Organon and Lynx Analytics collaboratively created a robust chatbot solution, not merely as a technological innovation but as a conduit for delivering pertinent and reliable healthcare information to individuals when they need it most.