AI-Supported Reimbursement Communication for Pharmaceutical Sales Teams: A European Real-World Implementation piloted in Germany

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INTRODUCTION

Physician discussions about innovative therapies and frequently involve reimbursement access considerations. To support these interactions an AI-assisted platform ("Healthmind") has been developed that provides context-specific reimbursement insights for field representatives at their fingertip.

OBJECTIVE

To develop and explore the initial real-world use of an AI-assisted framework tailored to Germany's national reimbursement environment for specific regional prescription and (local / regional) reimbursement requirements. The platform supports reimbursement-focused physician conversations in an initial indication ("osteoporosis"). The evaluation examined usability, perceived relevance across national and regional contexts, and user-reported contributions to confidence and conversation quality within routine pharmaceutical sales workflows.

METHOD

In the AI-supported workflow, a large pre-trained language model, accessed through the Healthmind® platform has been utilized.

Development began with real-world questions encountered by field teams. Market access specialists and sales representatives iteratively shaped the tool's content and functionality using German national/regional reimbursement frameworks indication osteoporosis. Users interact with the tool through a chat interface, submitting questions and receiving context-specific reimbursement guidance.

RESULTS

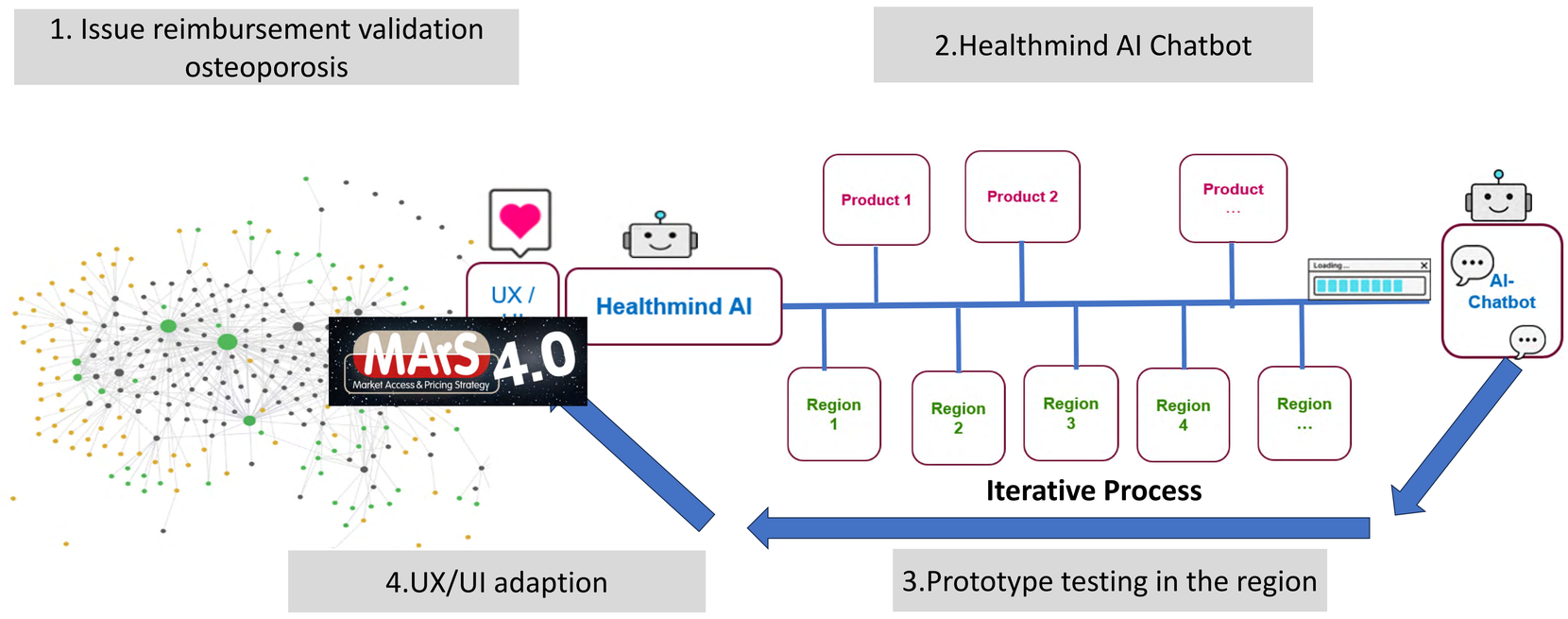
PROCESS AND TECHNOLOGIES

1.Using a knowledge graph to visualize the German reimbursement complexity in osteoporosis.

2. Healthmind as the AI platform

3. Prototype testing in regions

4. UX (user experience) and UI (user interface) adaptive iteration to improve the tool



EXPIERENCE AND IMPLEMENTATION TIME

Field feedback suggested that the tool fitted readily into routine workflows. Sales representatives described it as efficient for pre-call preparation and useful as a reference during discussions.
Users reported greater confidence in addressing reimbursement questions and explaining how treatment options relate to the economic and prescribing frameworks relevant to physicians. Briefings were perceived as clinically and commercially relevant, with feedback suggesting support for more informed dialogue.
Reported use cases included responding to questions and objections concerning formulary restrictions, prescribing quotas, and regional reimbursement variability. These findings reflect early user perceptions.

Knowledge Graph/Healthmind AI

Creation overview reimbursement environment indication e.g. osteoporosis	Visualize reimbursement environment – AI run – check results	First prototype testing –field implementation

From Kick-off Meeting to field implementation approx. **3 months**

CONCLUSIONS

Initial real-world feedback suggests that the AI-assisted tool can help pharmaceutical sales teams translate Germany's national and regional reimbursement complexity into informed physician conversations. Users reported practical value for meeting preparation and in-call support, alongside greater confidence in addressing product- and payer-specific reimbursement questions.

The tool also supports pharmaceutical sales teams self-directed learning and preparation for physicians` meetings.

These early findings support further evaluation using objective measures of response accuracy, time efficiency, and conversation quality. Effects on prescribing behaviour, reimbursement outcomes, and patient access remain to be established.

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