

The AI Advantage for Pharma Operations



Many pharma and life-science organizations invest in AI pilots across R&D, trials, and patient programs - but struggle to scale or demonstrate enterprise value.

This guide helps you validate your AI readiness and map how the right tools can help you become more efficient, safer, and patient-centric.

- To capture value and remain competitive, organizations must begin their AI journey with a structured approach.
- Organizations with advanced AI maturity outperform in cost savings, revenue growth, and patient experience.
- Early-stage efforts without a roadmap lead to fragmented impact.

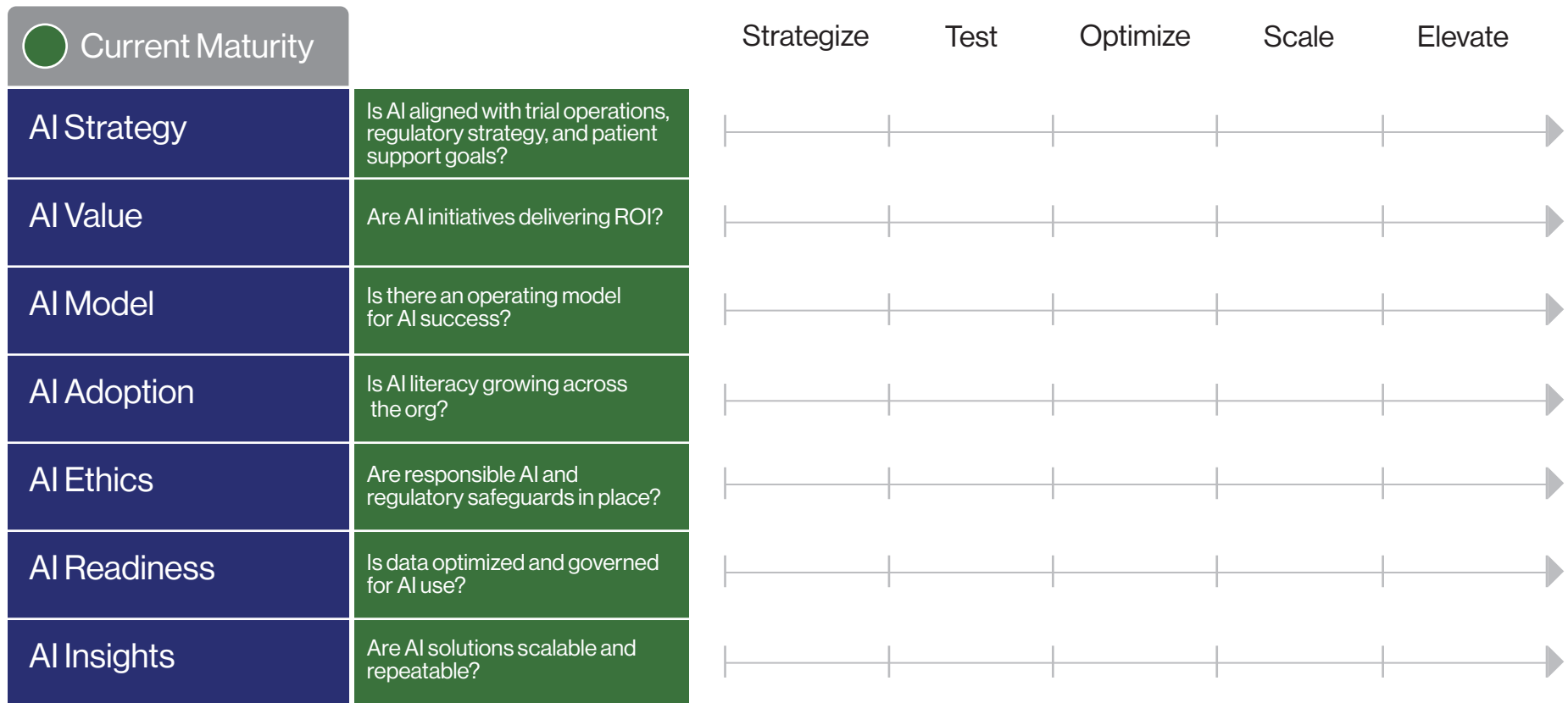
Start by assessing where you are — and where you want to go.



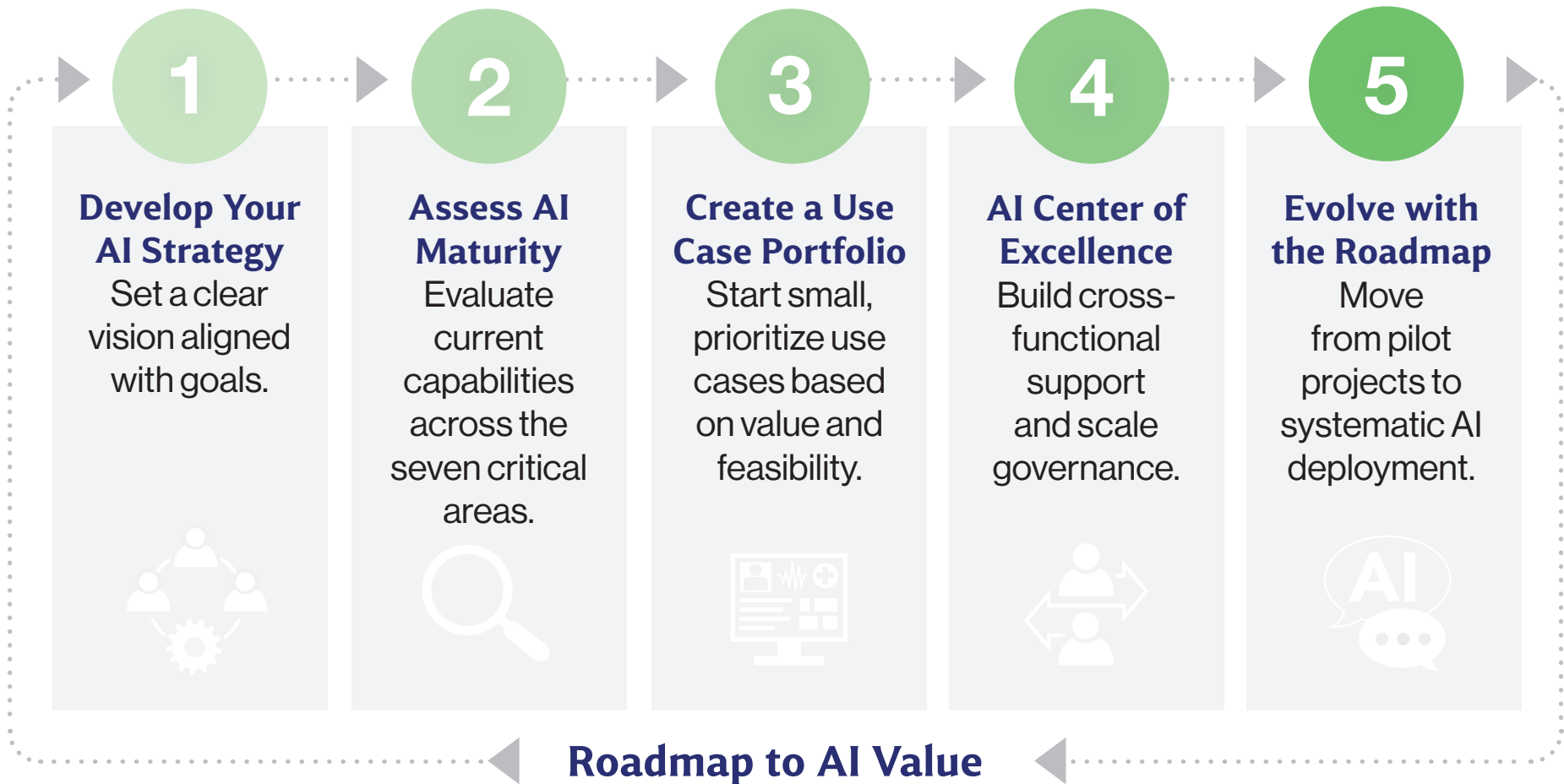
How to Get Started—Where Are You Today?

This AI Maturity Model measures your progress across seven critical areas.

Click the circle that best suits where you are in your AI journey.



How to Get Started—AI Pharma Organization’s Roadmap Essentials.



Progression is iterative — focus on sustainable growth, not perfection.

Accelerating Trial and Patient Support Outcomes

We equip pharmaceutical companies with a Conversational Virtual Assistant that automates patient and site outreach—improving medication adherence, increasing vaccine follow-through, and freeing staff for higher-value clinical work.

Proven Results that Drive Pharma Growth

35% reduction in no-shows
and improved protocol adherence

Faster recruitment and higher trial retention

Reduced manual workload,
saving staff time and improving site satisfaction

Accelerated ROI
through improved retention and operational efficiency



How We Deliver Results



Recruitment & Enrollment

Automated eligibility screening and outreach campaigns accelerate enrollment and diversity targets.

Adherence & Visit Retention

Multi-channel reminders reduce missed visits and protocol deviations, improving data quality.

Site Operations

Virtual agents and automation reduce manual site workload, enabling staff to focus on trial execution.

Global Engagement

Multilingual, branded communication expands participation across geographies and underserved populations.

Trial Optimization

Dashboards surface at-risk sites and cohorts, enabling proactive intervention and adaptive trial management.

WestCX unifies fragmented trial communication into a seamless, AI-driven engagement platform—reducing site burden, improving participant retention, and accelerating study timelines while delivering measurable ROI for sponsors and CROs.



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