Through social listening, data, and *real-world evidence*

 **Combining Artificial and Human Intelligence: Pharma's Key to Reaping the Benefits of AI Today Without Waiting for Tomorrow**

* [**dezzai**](http://www.dezzai.com) technology extracts data, structures it, and connects it to other sources of information to **create knowledge** that would otherwise be difficult to release.
* In this way, it helps pharmaceutical companies **provide value-added services** to their doctors and **solve problems** such as treatment adherence or infoxication.
* Doctors score 4.65 out of 10 on the level of development of Artificial Intelligence at present, and managers in the health and pharmaceutical industry rate it as 4.79.
* **dezzai** combines **artificial and human intelligence** to make the most of artificial intelligence today without waiting for the future.

**Madrid, September 10, 2020**. According to the Survey on the State of the Art of Artificial Intelligence carried out by the Spanish startup MMG, doctors give a score of **4.65 out of 10 to the level of development of artificial intelligence.**

Executives in the health and pharmaceutical industry are not much more optimistic and rate it at 4.79, somewhat less than medical students, who give a score of 5.11.

The figures suggest that, although advances in artificial intelligence have skyrocketed in recent years, **it has not yet reached the peak of its evolution**; and there is still much to be done before it can meet the needs demanded by the medical world.

Today, the most notable contributions that Artificial Intelligence has made in the pharmaceutical industry are to improve the discovery and development of new drugs, as well as to help track and predict epidemiological outbreaks. However, the real revolution of artificial intelligence in this industry **takes place in its business processes.**

For this reason, Madrid-based startup MMG launches **dezzai**, its technological solution that helps pharmaceutical companies **make better decisions by** **combining artificial and human intelligence.**

The latest advances in this technology allow machines to be capable of **turning text into knowledge**, something that can be applied to an **enormous number of processes**: from the analysis of commercial documents that must comply with legal requirements to the monitoring of pharmacovigilance, including listening to and caring for patients.

To do this, **dezzai** analyzes human language from internal and external company documents, extracts the relevant information, and **creates a custom data lake**. This innovative way of managing knowledge makes it possible to offer value-added services to doctors that enable them to solve crucial problems such as infoxication or patient non-adherence.

The Answer to a Problem That Affects Us All: Treatment Adherence

Using technology and artificial intelligence, **dezzai** sets in motion a process that involves pharmaceutical companies, the Administration, and the patient to carry out a series of actions that will have a positive impact on **treatment adherence**:

* **Predicting patterns of non-adherent behavior** to detect possible non-adherent patients.
* **Generating conversations** in an environment of trust.

**Providing personalized content and services** according to the patient's profile.

AI Conversations: A New Digital Relationship Channel

**dezzai** also has a new encrypted platform to build an **exclusive virtual community for doctors**. In it, health professionals will be able to exchange opinions and obtain relevant information while being confident that they are among their peers and that any sensitive data will always be safe.

Thanks to this tool, **pharmaceutical companies provide a value-added service** to physicians. Also, thanks to **social listening**, they will discover a more efficient way to understand and segment users based on their opinions and behavior, anticipate their needs, and personalize messages. And **all in real-time**.

Beyond the Pill Solutions for Healthcare Professionals

Moreover, **dezzai** offers pharmaceutical companies a service with **enormous added value for their doctors**: its reasoning engine. The frenetic growth of medical information nowadays makes it impossible for health professionals to keep up to date. **dezzai's artificial intelligence** solves this challenge by extracting and organizing thousands of documents to offer them **relevant and curated medical information**.

In this way, pharmaceutical companies manage to go **beyond de pill** and become much more than just a supplier, **building customer loyalty, increasing brand awareness, and improving their market positioning.**

**About MMG**

MMG is a Spanish startup that develops Artificial Intelligence solutions that allow individuals and institutions to create, access, discover, and exchange knowledge to make better decisions.

 [https://mmg-ai.com/](https://mmg-ai.com/es/)

 <http://www.dezzai.com>

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