

# Implementing AI for Real World Use in Medical Information Contact Centers: From Readiness to Deployment

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# Agenda

*Auvifer Ruelos*



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# Introductions

*Auvifer Ruelos & Frank Agosta*

# Biography



## **Auvifer Ruelos**

COO & Director of PMO  
Scimax Global

**About SciMax:** SciMax Global is a leading provider of cutting-edge technology solutions for the pharmaceutical industry, focused exclusively on Scientific Communications and Medical Affairs.

URL: <https://scimaxglobal.com>



## **Frank Agosta**

Vice President of Technology  
Uniphar USA

**About Uniphar:** Uniphar is a trusted global partner to pharma, medtech and biotech, delivering solutions that connect medicines and technologies with patients worldwide.

URL: <https://uniphar.us>





# SCIMAX ARIN Overview

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# SCIMAX ARIN Overview

SCIMAX ARIN brings automation, AI, and intelligent analytics together to power Medical Affairs programs.

With Generative AI Agents, it drives innovation and delivers smarter, faster outcomes.

## → Email Triage Engine

The agent automates the triaging of unstructured emails into cases arriving in Med Info mailboxes for Med Info teams.

## → Response Recommender

Recommends the most relevant FAQs and response documents for fulfilment, based on the inquiry and historical data.

## → Response Package Composer

Assembles a complete response package with the appropriate documents, templates, and formats for Med Info teams to review.

## → Response Fulfilment Engine

Creates and sends a response package to the HCP, including relevant response documents, enclosures, and covering letters.

## → AE and PC Dispatcher

The agent automates the creation of AE and PC reports and forwards them to the appropriate systems for next steps.

## → Predictive QA Engine

The agent utilizes predictive analytics using case data to reveal unidentified Adverse Events or Product Complaints.

## → Retrospective QA Engine

The agent reviews the archived cases to identify any Adverse Events or Product Complaints that may have been overlooked during review of original cases.

## → Medical Information Smart Chatbots

The agent acts as a digital frontline, instantly answering frequently asked questions, ensuring regulatory-complaint answers.

## → Journal and Congress Suggester

The agent automates this task using deep analysis of abstract content, project metadata and author preferences, offering ranked, personalized recommendations.

## → Plain Language Generation

The agent automates summary drafting, securely transforming clinical trial and publication data into accessible, patient-friendly versions, while maintaining scientific rigor.

## → Plagiarism Detection

The agent automates the detection of plagiarism while authoring the scientific content and can also extend it while reviewing the content

*\*Integrates with SCIMAX MI, SCIMAX CP and SCIMAX PUBS*

# Our Partnership

*Auvifer Ruelos & Frank Agosta*



# Partnership & Selection



## Partnership

- Long standing Medical Information relationship with Uniphar
  - Formerly Diligent Health Solutions
  - Partnership started in 2019
- Consistent book of clients



## Agents Selected

- Email Triage Engine
  - This agent automates the triaging of unstructured emails into cases arriving in MedInfo mailboxes for MedInfo teams.
- Response Package Composer
  - This agent assembles a complete response package with the appropriate documents, templates, and formats for MedInfo teams to review.
- Predictive QA Engine
  - This agent utilizes predictive analytics using case data to reveal unidentified Adverse Events or Product Complaints.





# The Approach

*Auvifer Ruelos & Frank Agosta*

# What Are we Trying to Solve?



Getting past the noise, what does it really take to get AI functioning for real world MI use?

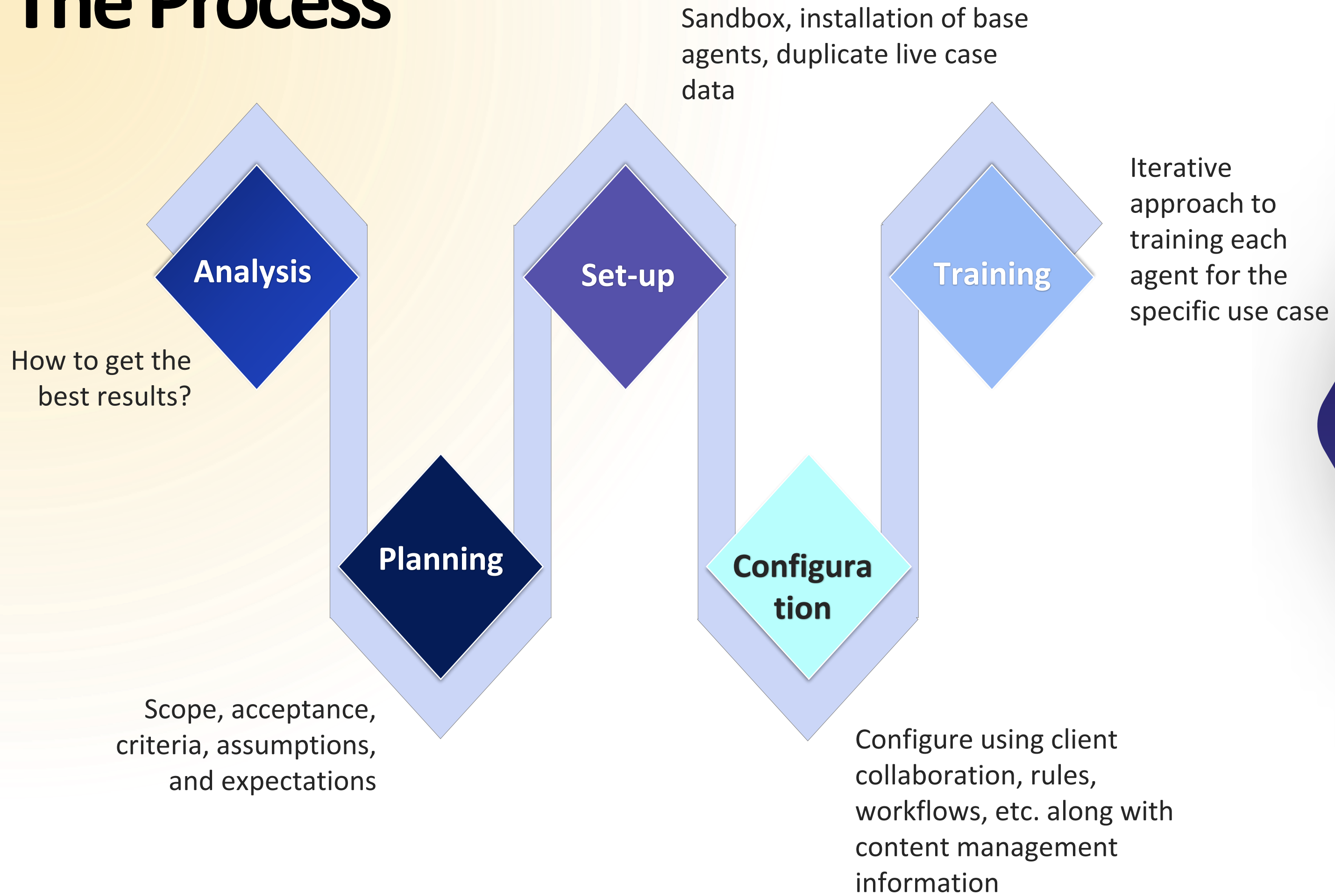


## Unique Challenges:

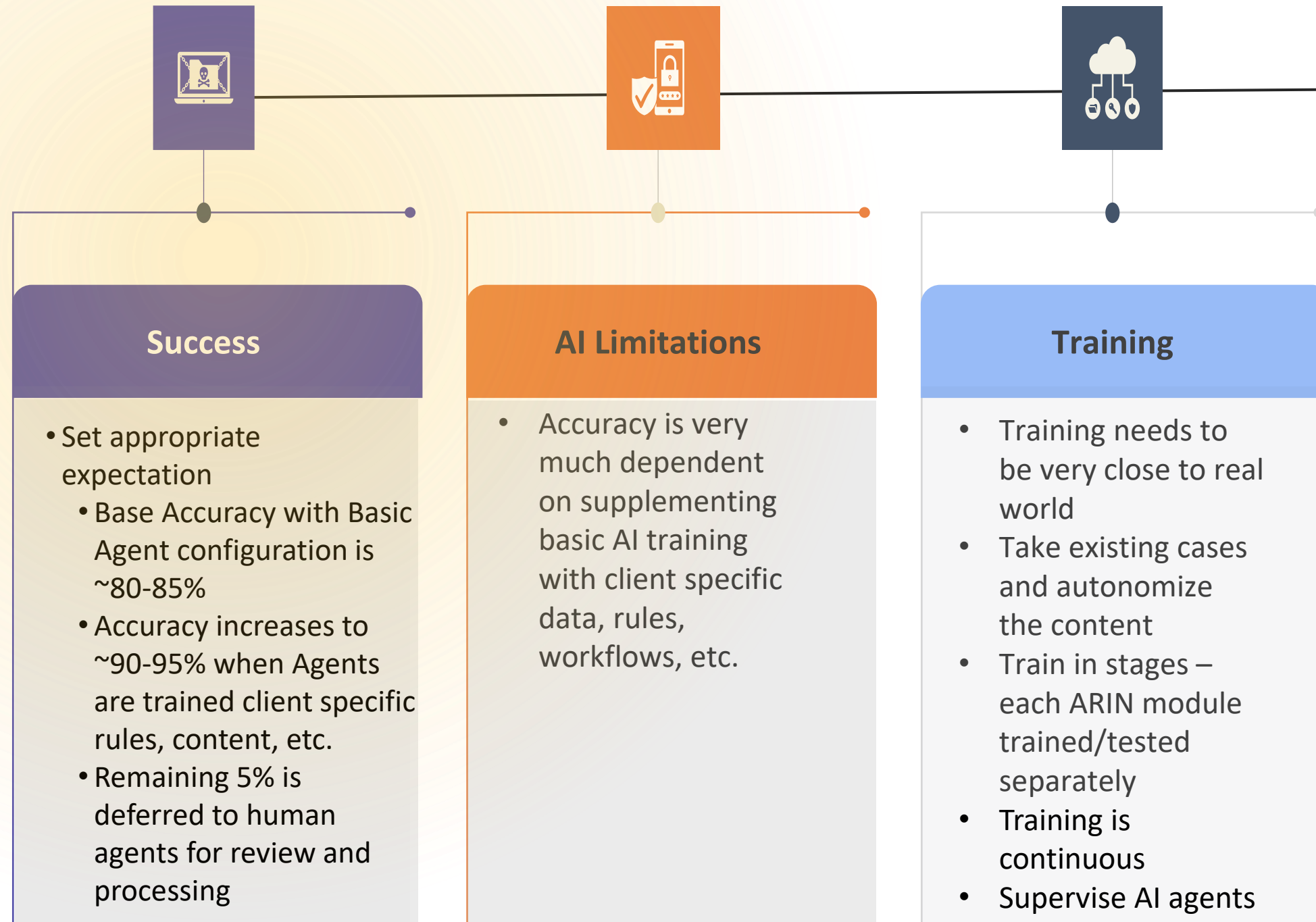
- How do we incorporate AI in a validated environment?
- Regulated Space
- Identifying the various types of inquiries that come into an MI contact center/ department
- Reporting potential AEs & PQCs?
- Finding the correct response for the specific question asked



# The Process



# Learnings



# What Next?



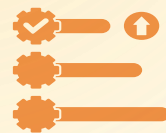
## Deployment Activities

- Move to Validation / QA Environment
  - Complete validation documentation
  - Execute UAT
- Deploy to Production Environment



## Continuous Maintenance (Agent self-learning)

- Internal agent learning
  - This continuous and happens automatically
- Basic logic and "maintenance" of the agent
  - Happens automatically for new product / content



## Catalyst for retraining of agent

- Human reviewer/feedback is provided and the agent learns "new" logic based on the feedback provided
  - Feedback confidence score is lower than what is desired or configured
- New or updates to existing business rules



## New Technology

- Scimax Activities
  - Creates release
  - Provide release notes
  - Executes validation activities on core system
  - Executes familiarization sessions on clients
- Client Deployment / Acceptance
  - Do Nothing
    - Do not take the release
      - For multi-tenant deployments, the release must be taken but not turned on by the client
  - Accept the release
    - Retrain the agent(s)





# Question & Answer

*Auvifer Ruelos & Frank Agosta*

Thank  
You.



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