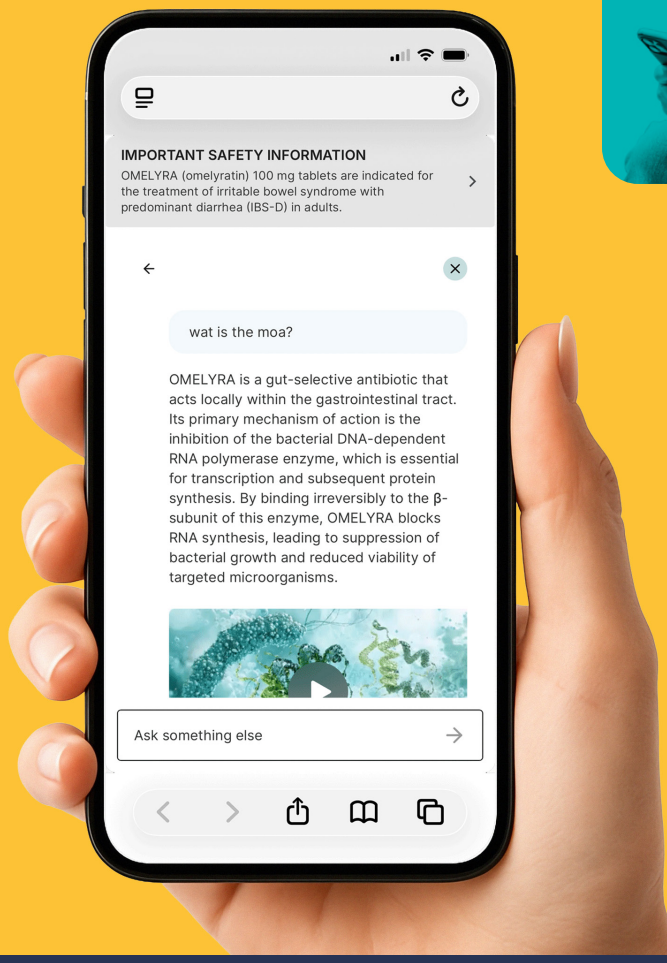
Veeva OSTRO

7 Insights From Patient and HCP AI Queries to Improve Brand Marketing





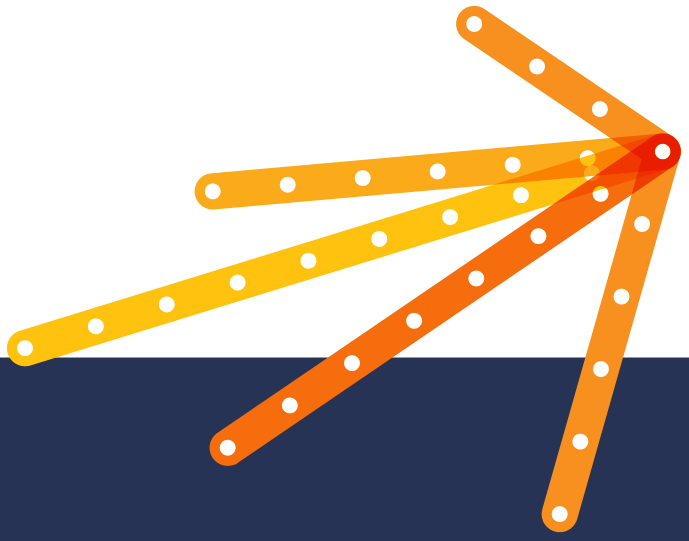


With conversational AI for brand sites, patients and HCPs can input their exact queries and receive instant answers. For the first time, brand marketers can now access and analyze these queries.

A Veeva Ostro analysis of patient and HCP queries across brands in all major therapeutic areas shows when and how visitors engage. **The findings show that patients and HCPs have specific, non-linear needs that brand marketers must be responsive to.** They use each others' websites, change their queries based on a diagnosis or treatment administration method, and have questions at all hours.

Below are seven actionable insights for brand teams to personalize their marketing strategy for each patient and HCP.

Note: The queries featured on the following pages are exact, verbatim submissions with brand names redacted.



Explore the insights:

1. Educating oncology patients ↗
2. Ensuring administration compliance ↗
3. Fitting treatment into daily life ↗
4. Supporting after-hours engagement ↗
5. Engaging patients on HCP sites ↗
6. Answering questions for all ages ↗
7. Supporting faster treatment journeys ↗

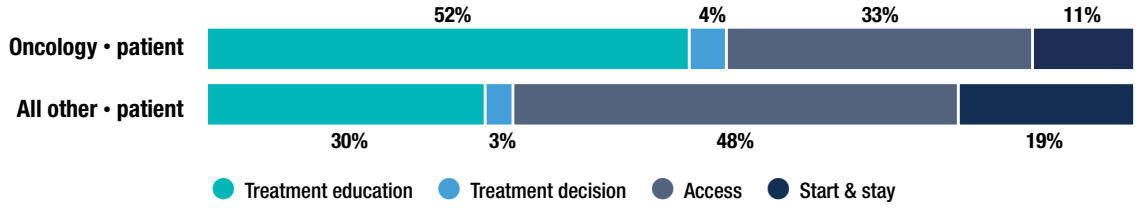
Content Insights

1 Oncology patients are still learning when they reach the product site

In most therapeutic areas, the largest share (48%) of patient engagement is about getting and paying for treatment, rather than learning about the condition. In oncology, the majority (52%) of patient engagement is about understanding the disease and the treatment.

As a brand leader at a top 20 biopharma shares:
Oncology patients visiting our website might have found out their chemotherapy is no longer working. They're looking for solutions that their provider might not have told them about. I want them to be able to find what they need, even if it's 2 a.m., and be able to take the doctor discussion guide with them to their appointment the next day."

Engagement by journey stage
Average share of categorized engagement per brand



Asked on oncology patient sites

- "what is stage 3"
- "is this effective for colon cancer"
- "how long is the treatment"
- "how does it work"
- "life expectancy when taking [brand] "
- "is [brand] treatment given in a similar manner like bcg or is it more similar to a chemo wash ?"

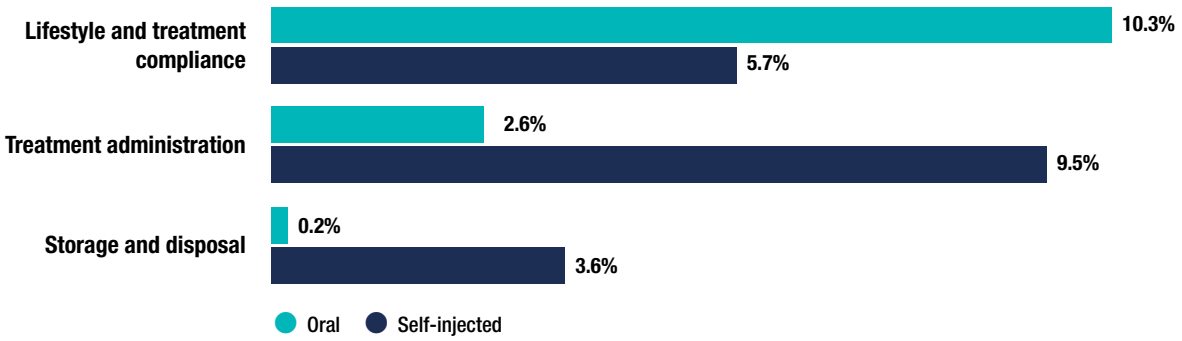
What brand teams can do

- ✓ **Include disease education and a plain-language explanation of how the treatment works, in addition to savings messaging.**
- ✓ **Make clinical trial evidence and plain-language summaries easy to reach for patients and caregivers, not only HCPs.**

2 Administration method shapes what people ask

Patients on oral treatments are more likely to ask lifestyle and treatment compliance questions about food, alcohol, other medications, and missed doses. Patients on injectable treatments are more likely to ask how-to questions about treatment logistics and disposal.

What patients ask, by treatment administration method



Asked on oral treatment websites

- “can i take [brand] with [glp-1]?”
- “can you drink alcohol while taking”
- “foods to avoid”
- “missed dose”

Asked on injectable treatment websites

- “how best to inject it and where”
- “when will i receive my sharps container”
- “storing [brand] at room temperature”

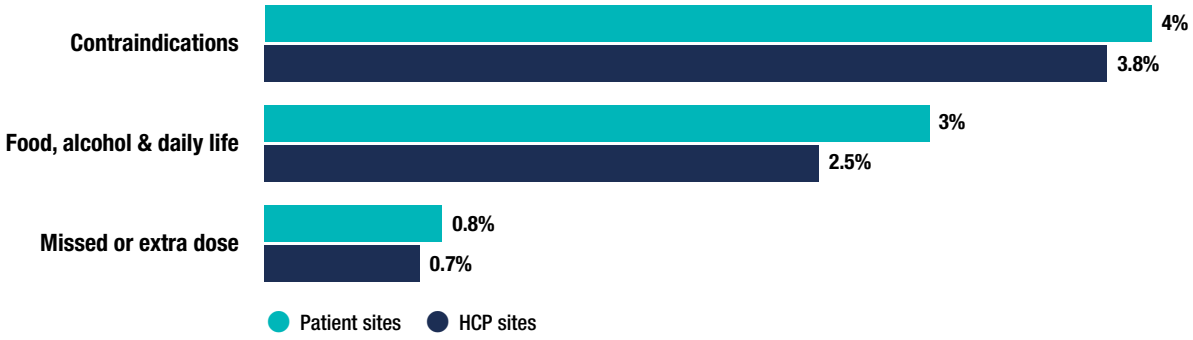
What brand teams can do

- ✓ **Oral brands: Anticipate and answer lifestyle questions, including food, alcohol, interaction, and missed-doses.**
- ✓ **Injectable brands: Anticipate and answer injection questions such as technique, device help, and sharps disposal, as well as appropriate escalation pathways.**

3 Every brand gets questions about fitting treatment into daily life

Across all brands and therapeutic areas, patients and HCPs ask how treatment fits around daily life: other medicines and supplements, food and alcohol, travel and procedures, and missed doses.

Can I...? questions by type
Median brand • query percentage



Asked on brand sites

- "do i have to take same time everyday"
- "traveling with my medication"
- "can i have dental work"
- "is it okay to take [brand] a day or two earlier than scheduled"
- "which supplements or vitamins should be avoided when taking the drug"
- "pregnancy & [brand]"

What brand teams can do

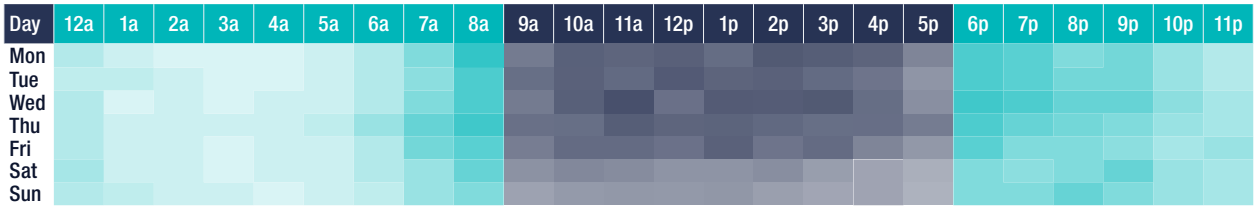
- ✓ **Build approved answers for the common "can I" questions: interactions, alcohol, missed doses, and procedures.**
- ✓ **Leverage real patient testimonials discussing their experiences on the treatment.**

Timing and Demographic Insights

4 ~50% of patient and HCP engagement happens after hours

47% of engaged HCP sessions and 54% of engaged patient sessions happened outside business hours and on weekends.

Engaged sessions on patient sites



Asked on patient sites at the moment of diagnosis (visitor's local time)

- "do i have to go back to a doctor to get [brand] if i've already been diagnosed" Tue 4:44 AM
- "i was just diagnosed with [condition] and need the injection pens or the pill. i have part d coverage through [insurer]. please advise" Sun 10:43 AM
- "i have just been diagnosed with [condition] after 25 years of [condition] can i use this" Sat 7:05 PM
- "i lost my job a week after being diagnosed with [condition]" Wed 10:28 PM

Asked on HCP sites outside business hours (visitor's local time)

- "does most insurance cover this" Mon 1:12 AM
- "active comparator studies" Fri 6:58 AM
- "i need help enrolling my patient in the copay savings program. patient has commercial insurance" Sat 10:20 AM
- "mechanism of action" Sat 5:43 PM
- "antidepressant synergy data" Tue 8:44 PM

What brand teams can do

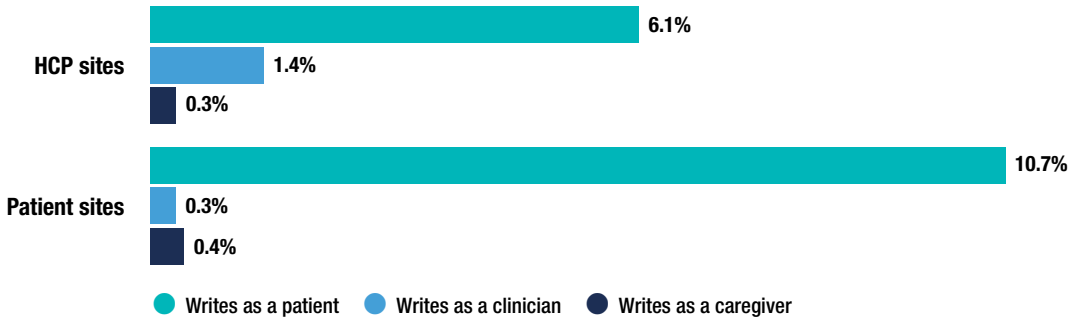
- ✓ **On patient sites, provide immediate answers for urgent treatment barriers to reach patients at their point of need and prevent script abandonment caused by limited assistance program hours.**
- ✓ **On HCP sites, deliver immediate answers so clinicians can research new therapies on their own schedules and adequately respond to patient inquiries.**

5 On HCP sites, patients ask questions too

On HCP sites, about 4.5 times as many typed questions were written in a patient's voice ("I take...", "my doctor...") than in a clinician's ("my patient...", "our clinic...").

Similarly, as one brand leader reveals, doctors frequent patient sites too. *Doctors ask how to have conversations with their patients and how to understand a treatment in simpler terms," says the brand leader, a head of patient and omnichannel at a top 20 biopharma. "Most providers wouldn't ask their field rep that, and they would maybe never ask each other that, but they will seek that information on a patient site."*

Typed questions by who is speaking
Median brand • query percentage



Asked on HCP sites in a patient's voice

"i am traveling with 2 doses of [brand]. what is the best way to travel with them"

"can i take [brand] with low dose statin to bring cholesterol down faster"

"my insurance does not cover [brand] so is there any help or discounts i can get"

What brand teams can do

- ✓ **Expect patient questions about coverage, dosing, and day-to-day treatment on HCP sites, and provide answers without requiring routing to patient support.**
- ✓ **Give HCPs a clear, compliant path to patient content and support.**

6 When people share their age, they're usually 65 or older

When people shared an age unsolicited, the median age was 72. Questions covered topics such as Medicare eligibility, savings cards, and what is normal at their age.

Stated age in typed questions



Typed by people who stated their age

"what are good numbers for 80 year old woman"

"i can't afford $329/ mo for [brand] ! i'm 73 ans on medicare. how can you help me ? i'm a retired nurse."

"i am 85 years old and my doctor wants me to try [brand]. what do you think?"

What brand teams can do

- ✓ **Answer Medicare and savings-card eligibility plainly, as these are top questions for these groups.**
- ✓ **Verify approved content is available for specific age demographics.**

Engagement Insights

7 Providing relevant suggestions to patients and HCPs moves them through their treatment journey faster

Veeva Ostro suggests a next resource when a page loads or right after an interaction. Patient and HCP suggestions shown right after an interaction are clicked more than three times as often as those shown when a page loads, indicating the power of a well-timed suggestion integrated into a conversational AI experience. These suggestions personalize each user's experience and help move them through their treatment journey faster. Across all suggestions, at a typical brand, 27% of suggestions shown to patients and 24% shown to HCPs were clicked.

Asked, then clicked the suggested next step

- "i can't afford the medicine" → Support Path
- "how to use the inhaler" → Quick Start Guide
- "who administers [brand] near me" → Patient Referral Form
- "insurance stopped coverage" → Support Services
- "c!n you go5 weeks between a shot of [brand] due to vaccine shots" → FAQs: Dosing for All Patients
- "can i eat before treatmwnt" → Treatment Discussion Guide

What brand teams can do

- ✓ **Prioritize suggestions that follow an interaction: Patients and HCPs click them more than three times as often as suggestions shown on page load.**
- ✓ **Identify concrete next steps for suggestions, such as discussion guides or rep conversation requests, rather than a general brochure.**

Brands that deliver personalized, real-time patient and HCP experiences support and strengthen the treatment journey. They also gain critical behavioral insights that aren't available in traditional channels like static websites.

Watch a 3-minute Veeva Ostro demo to see how you can leverage the conversational AI platform to provide personalized answers to each patient and HCP, analyze behavioral insights, and address treatment barriers.

Methodology

This report is based on aggregated, anonymized engagement with Veeva Ostro customers between Oct. 1, 2025, and Sept. 30, 2026. It includes 72,509 typed questions and excludes patient foundations, disease awareness, and screening sites, as well as medical information hubs. Rates are medians or averages across brands so each brand counts equally; counts and the stated-age figures pool all brands.

- Engaged session: A website session in which the visitor took an action in Veeva Ostro, such as typing a question, clicking a topic, or opening a resource.
- High-value action: A brand-defined priority action such as a resource download, sign-up, or request for rep conversation, counted when Veeva Ostro delivered or referred it (one per session and action).
- Business hours: Monday-Friday, 8 a.m.-5:59 p.m. in the visitor's local time (U.S. sessions with a known state).
- Typed question: A distinct question in a session, typed into Veeva Ostro's conversational AI platform.
- A resource Veeva Ostro recommends when a page loads or right after an interaction (Next Best Resource).

Totals tie to Veeva Ostro's standard reporting dashboards; other figures are calculated from the same engagement data.

Veeva OSTRO

Veeva Ostro is the leading conversational AI platform for life sciences brands, trusted by 60+ brands across all therapeutic areas and 8 of the top 10 biopharma companies. Veeva Ostro delivers instant, compliant answers to patients and HCPs on brand sites and email, and captures actionable Commercial Evidence for brands. Veeva Ostro is part of the Veeva Commercial Cloud, enabling Agentic Commercial to bring the right medicines to more patients.

For more information, visit ostro.veeva.com

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