



Prime GenAI Labs

Our AI-based experiments, research publications
and ongoing work



Prime Generative AI Labs – the last 18 months...

Q1 23

Valerie Moss joins ISMPP
GenAI task force

Q1 23

Published experiment
using GenAI for ABPI
compliance checks

Q2 23

Created publications
plan GenAI chatbot
proof of concept

Q2 23

Created GenAI user
persona generator

Q2 23

Prime GenAI SOP
created & whole
team trained

Q3 23

Internal innovation
competition created 5
new GenAI ideas

Q3 23

Started experiments
in GenAI dossier
writing assistance

Q4 23

GenAI PLS research
published @ ISMPP EU

Q4 23

First GenAI headshot videos
for clients

2023

Delivered 3 client
senior exec "Intro to
GenAI" sessions

Q1 24

Started beta testing
Office Co-Pilot

Q1 24

1st SLR experiment
being publishing
@ ISMPP US

We've been busy

Exploring technologies: Our social media posts on LinkedIn	Establishing SOPs
ChatGPT to identify compliance issues	GenAI SOP in place
ChatGPT Vision to improve poster layout	Mandatory company-wide GenAI training implemented

Thought leadership: Round tables and talks and ISMPP EU 2024

Satellite session: Integrating AI in Medical Communications: Trust, Understanding and Adoption (as part of ISMPP AI taskforce)	Benefits of AI include increased efficiency and the ability to tailor content to specific audiences; however, human oversight is essential
Innovation in Medical Communications and Publications through GenAI (ISMPP AI taskforce)	AI is evolving rapidly, and will drive significant change in the publications landscape, supporting omnichannel communication, and allowing new approaches to measuring and predicting effectiveness
Roundtable: Incorporating PLS into the publications plan	Time/resource burden is a barrier to incorporating PLS into publication planning; available data support a role for AI assistance in PLS creation
Roundtable: What next for academic posters?	Digital formats can improve the accessibility, clarity and reach of posters, and may lower barriers around re-use of information for other purposes

Thought leadership: Round tables and session coming up at ISMPP US 2024

- Best practice in development and submission of simultaneous publications
- Beyond the printing press: what next for scientific posters

Research: Our recent publications ISMPP EU 2024

POSTER: Blinded assessment of AI-generated PLSs

Blinded assessment of potential of Generative Artificial Intelligence (GenAI) to generate plain language summaries
Brian Norman*, Jennifer Ghith* and Valerie Moss*
*Prima, London, UK; *Vitar Inc, Collegeville, PA, USA

POSTER: Generative AI use in the Prime writing test

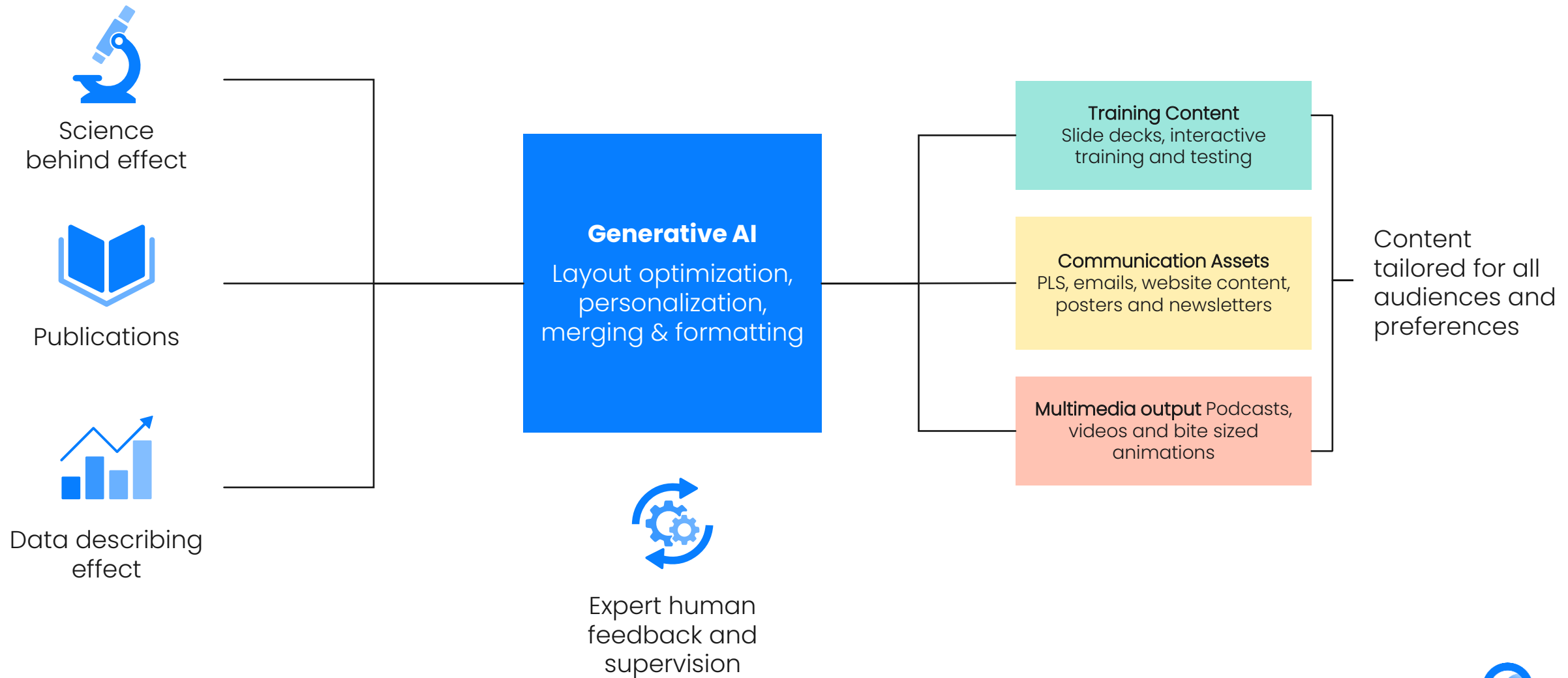
Generative AI use in writing tests: a case study of a MedComms agency's first suspected submissions
Bernard Kerr and Valerie Moss
Prima, London, UK

Research: Accepted for publication at ISMPP US 2024

POSTER: Agreement between generative AI and human review for screening publications for an SLR



Modular content: Utilizing Generative AI to re-use and reformat modular content to create personalized high quality new assets



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GenAI SLR

2nd experiment with Generative AI SLR during traditional review process

Can Generative AI work as a 3rd reviewer adding extra rigor and increasing quality of SLR?



AI Modular Content

Re-purposing existing compliant content

Can Generative AI re-use and reformat modular content to create new high-quality assets?



Persona-Guided Writing Aids

Using Generative AI to give realistic user feedback

If given a detailed user persona of preferences and needs, can Generative AI provide realistic feedback to writers in real time?



Publications Planning

Spend less time processing information and more time making decisions

Can Generative AI provide answers and insights for publications planning without the human effort of processing the raw information?



Manuscripts & PLS

A Generative AI assistant for writing manuscripts and PLSs

How can Generative AI save time, increase quality and allow us to do more with manuscripts? How can we create PLS personalized to audiences