

The chatbot that never launched, and the AI operating model that did.

Nine months from a stalled initiative to a CEO mandate: every first patient touchpoint digital, humans where they matter most, and a company learning to build for itself.

2x

connection rate,
in half the time

3x

conversion to the
qualifying diagnostic

6 of 12

agent use cases
live in 9 months

6 wks

strategy to a
working build

Six months of building. Zero days live.

An open-ended, FAQ chatbot sat six months in development, too error-prone to ship — because no one had defined the business outcome it should move. We reframed it as an outbound digital agent measured on connection rate and time-to-connect, then proved it: patients who got the agent converted to the qualifying diagnostic at **3x the rate** of those who didn't.

One result became an operating model.

That cohort result reframed the CEO's scaling problem into a mandate — every first patient touchpoint, from qualification through long-term follow-up, handled by a digital agent with human teams backstopping. A roadmap of twelve use cases, six live in nine months. In parallel, an Executive AI Orientation drove an enterprise-wide rollout, a commercial-team keynote, and a migration to Claude on our recommendation.

From using AI to building with it.

The proving ground was prior-authorization intake: 26 workflows across nine systems, ~265 manual steps, one specialist at ~80 documents a day as the constraint. In six weeks — strategy, a 22-story engineering-ready product definition, three solution paths evaluated, and a production build with live Salesforce integration. The proof mattered more than the software: bespoke enterprise builds were within the company's own reach.

"We would not be on this path without Genflare. They've been a catalyst for the entire organization."

— CHIEF EXECUTIVE OFFICER

The handoff is the point.

Nine months in, the client runs its own tools, trains its own people, and builds with its own team. By design. We catalyze, build alongside, and transfer capability — then advise at the frontier while the organization runs.

The work starts the minute you tell us what you're working on.

hello@genflare.ai · genflare.ai · A new type of partner for pharma's AI era.