Case Study

Smarteeva revolutionized the complaint intake process for medical device companies by leveraging GenAI to create a seamless, highly efficient, and entirely effortless experience, eliminating complexities and significantly improving operational ease and accuracy.

ABOUT MEDICAL DEVICE CUSTOMER

A global medical imaging device leader leverages scientific imaging and histology to empower physicians with accurate diagnostics and precise treatments for cardiovascular disease, resulting in improved outcomes. The company required a unified AI powered complaint management system that automated their complaint intake to investigation journeys within one source.

CHALLENGE

The previous complaint management system encountered difficulties in handling the increasing volume of complaints and inquiries, resulting in inefficiencies and limitations in scalability and automation. Moreover, the manual input process for capturing complaint information was labor-intensive and prone to errors, hindering the system's overall effectiveness in meeting operational requirements.

- A pressing issue for the user community was paper based complaint documentation from intake to investigation. This approach was inefficient and challenging, especially regarding accessibility, accuracy, and aligning employee training.

- Another issue was handling non-compliance as the company used different systems making it complex to track issues and implement

- With the previous QMS system, managing the complaint lifecycle required more effort and steps. Users had difficulty identifying changes and understanding their impact on regulatory decision-making.

SOLUTION

Recognizing the broader scope of post-market surveillance, Smarteeva developed a system with Gen AI & Automation, ensuring compliance and scalability.

- Smarteeva leverages Salesforce's native email service functionality to efficiently collect and retrieve complaint information from emails, seamlessly populating records and backend data.

- With embedded prompt engineering, Smarteeva's complaint management system empowers users to generate tailored responses, create summaries or descriptions, translate field languages, and automatically populate record fields based on predefined criteria or conditions.

- We provide users with the ability to test prompts dynamically before implementation, ensuring that responses align with business requirements. Additionally, the user interface has been designed to be highly intuitive and user-friendly for a seamless experience.

- Smarteeva's field extraction functionality enables users to efficiently capture specific fields from emails based on defined requirements and create new records seamlessly using the extracted information.

- Users can configure their systems by selecting from various private Large Language Models, including OpenAIs latest models.

- Smarteeva's Smart Form Algorithm simplifies report completion, allowing users to fill missing details in one click. Automated email notifications provide a direct link to update the report without logging into the system.

RESULT

Transformed Complaint Handling System with GenAI & Automation

- Since implementing Smarteeva's Gen AI-driven Complaint Handling system, users benefit from tools like Smart Intake, Smart Templates, and Efficient Decision Trees for seamless reportability and risk management. With LLM integration, records are now pre-filled and submitted for approval in under a minute, redefining efficiency for medical device users.
- Our commitment to delivering value lies in the expansion of AI-enabled solutions that can help revolutionize CMS and medical device reporting.