



ATLAS AI Insights Transforming Market Access and Pricing Through Intelligent Automation



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PRICIA

Holmebuen 4, 2690 Karlslunde, Denmark

ATLAS AI Insights

Transforming Market Access and Pricing Through Intelligent Automation

Executive Summary

The life sciences and pharmaceutical sectors face increasing complexity — with vast datasets, evolving regulatory frameworks, and accelerating market access timelines.

Decision-making depends on information hidden in both structured systems (databases, spreadsheets) and unstructured sources (business cases, regulatory dossiers, tender documents, market reports).

ATLAS AI Insights bridges these silos.

It transforms the way teams' access, interpret, and act on information — reducing manual workload, accelerating analysis, and improving decision accuracy.

By integrating **Azure OpenAI**, **Azure SQL**, and **Document Intelligence**, ATLAS AI Insights delivers an intelligent assistant that answers questions, summarizes complex files, and extracts actionable insights, securely and instantly.

Business Challenge

Teams across pricing, market access, and commercial operations spend up to **60–70% of their time** gathering, validating, and cross-referencing data.

Pain Point	Impact on the Business
Fragmented data across systems and documents	Slow decision cycles
Manual data extraction from business cases and HTA files	High workload and risk of errors
Limited data transparency	Delayed insights and compliance risk
Repetitive reporting tasks	Lost productivity and inconsistent outputs

The ATLAS AI Solution

ATLAS AI Insights combines automation, natural language understanding, and secure cloud infrastructure to transform data access and reporting.

Core Capabilities

1. **Natural Language Questioning** – Users simply ask:
 “What’s the internal price difference between France and Germany?”
 “Summarize payer objections in our oncology business case.”
2. **Cross-Source Intelligence** – Merges insights from structured (SQL, Excel) and unstructured (PDF, Word) data sources.
3. **Instant Insights Panel** – Displays answers with citations directly in ATLAS.
4. **Automated Documentation** – Logs every interaction for compliance.
5. **Continuous Learning** – Adapts to frequent user queries and preferences.

Technology Foundation

Layer	Platform	Function
Data	Azure SQL Database	Secure access to validated ATLAS datasets
Documents	Azure Blob Storage + Document Intelligence	Text extraction, layout analysis, OCR
Retrieval	Azure AI Search (Hybrid)	Combines keyword + semantic search
AI Reasoning	Azure OpenAI (ChatGPT)	Natural language processing and summarization
API Layer	Azure Functions	Secure orchestration of data, AI, and UI
Security	Microsoft Entra ID	Enterprise authentication and role management

Business Impact

Metric	Before ATLAS AI	With ATLAS AI Insights
Data retrieval time	2–3 hours per query	<10 seconds
Document review	30–60 minutes per file	2–3 seconds
Manual report preparation	Several hours	Automated summaries
Average analyst productivity gain	—	+45–60%
Compliance traceability	Manual logs	Fully automated

Key Benefits

1. **Reduced Workload** – Automates repetitive research and analysis tasks.
2. **Faster Decisions** – Answers appear in seconds.
3. **Improved Accuracy** – Combines verified data and referenced documents.
4. **Seamless Integration** – Fits within ATLAS, no new login.
5. **Cost Efficiency** – Only €0.01–€0.03 per question.

Use Cases

Department	Example Use	Outcome
Market Access	Summarize reimbursement policies per country	Faster strategy alignment
Pricing	Compare internal vs. reference prices	Identify optimization opportunities
Medical Affairs	Extract clinical data from HTA documents	Reduce manual review time
Commercial / Finance	Forecast impact of price changes	Support strategic planning

Security & Compliance

- 100% hosted on **Microsoft Azure**
- No external data sharing or model training
- Encrypted data transfers (TLS)
- Enterprise access via **Microsoft Entra ID**
- Comprehensive **audit logging** for traceability

Conclusion

ATLAS AI Insights represents the next evolution of intelligent pricing and access management. By leveraging AI for data interpretation and insight generation, organizations can **reduce workload, accelerate decision-making, and improve transparency and compliance.**

With ATLAS AI Insights, teams move beyond dashboards — gaining a true partner in analysis and strategy.

Contact

ATLAS by Pricia

Smart Solutions for Global Market Access

 hello@pricia.com |  www.atlas-pricing.com