

AI Search Readiness for Life Sciences

AdherenceAI field guide - an original working checklist for brand, digital, and medical partners.

01

Define scope before you measure

Choose one decision the assessment should support. Keep the audience, product category, geography, and evidence boundaries explicit.

Brand / molecule or formulation	Indication or product category
Audience and journey stage	Market / language
Business question to answer	Assessment owner / specialist reviewer

Build the reference pack

Reference	Version / date	Owner / review status
Current approved product information		
Disease or category education		
Supporting research and source links		

Scope checks

- ☐ Separate HCP, patient, caregiver, and general consumer questions.
- ☐ Separate branded questions from unbranded research questions.
- ☐ Mark Rx, OTC, and disease-education material clearly.
- ☐ Record which claims and interpretations need specialist review.

Expert reflection: What could make an answer misleading for this audience, even if individual statements appear accurate? Note the missing context a reviewer should notice.

Map intent. Inspect the evidence.

Adapt these authored question stems to your scope. They are examples, not observed demand or clinical recommendations.

A practical intent map

Intent	Adaptable question stem	Review focus
Unbranded research	What questions arise when people research [condition or category]?	Audience fit, useful context, and missing explanations.
Rx mechanism / indication	How do sources describe [molecule] in relation to [approved indication]?	Match to approved references; limitations and distinctions.
OTC ingredients / formulation	How do sources compare [ingredient or formulation] within [OTC category]?	Ingredient, formulation, use context, and source relevance.
Safety and suitability context	What limitations or safety questions do sources raise about [product or category]?	Current references, qualifications, and questions needing review.
Access and next steps	What information is available about [access or support topic] in [market]?	Market specificity, current pathways, and useful next steps.

Capture the observation

Prompt ID / audience

Engine or interface / locale

Run date / reference version

Save the exact answer, citation URLs, reviewer, and disposition with the record.

Inspect the citation gap

- ☐ Is the cited source relevant?
- ☐ Is its date or version appropriate?
- ☐ Does it support the statement?
- ☐ Is a needed qualification missing?
- ☐ Is useful owned content absent or difficult to retrieve?

Choose the next step: Is this a reference update, a content gap, a technical issue, or a question requiring specialist interpretation? Record the evidence before recommending a change.

Turn evidence into a 90-day plan.

Use this suggested cadence to establish a baseline, make a reviewed change, and learn from a comparable follow-up.

DAYS 1-30

Establish the baseline

Fix scope, references, question set, collection method, and review criteria.

DAYS 31-60

Make a reviewed change

Develop content or search-ad drafts. Confirm review, ownership, and release conditions.

DAYS 61-90

Reassess and learn

Repeat comparable observations. Inspect traffic and campaign results separately.

Connect one finding to an approved action

Finding and evidence link

Proposed content / paid-search action

Owner / specialist reviewer / due date

Approval or revision needed before release

Write the denominator before the result

Measure	Definition to agree
Brand-mention rate	Eligible successful sampled answers mentioning the brand / all eligible successful sampled answers.
Citation inclusion	Eligible answers citing the selected domain / eligible answers with a citation list. Report answers without citations separately.
Action completion	Completed approved actions / approved actions due in the reporting window.
Qualified conversion rate	Agreed completed events / eligible attributed sessions. Record tracking gaps and the counting unit.

Keep sample, audience, surface, geography, and dates with every metric. Record failures separately. A zero denominator or inadequate coverage means insufficient data, not a performance score.

Interpretation check: Visibility changes do not, by themselves, prove changes in prescribing, adherence, clinical outcomes, or the effect of an intervention.

Background only: SloganTech AdherenceAI public service page (25 Oct 2026); Profound, How AI decides which OTC products to recommend, supplied brief, pp. 4-16. OTC findings are directional, not a prescription-market benchmark. Original planning worksheet; not medical advice.