Introducing the NEW Navigator365™ Sonar

The internet was the first wave of disruption to the pharma engagement model, and the industry had years to absorb it.
General and medical-specific LLMs, pharma's own chatbots and AI agents are the second, and few teams can weigh them against reps, MSLs, journals and guidelines.

INTERNET WAS THE FIRST WAVE. AI IS THE SECOND

THE GUESS ON THE LEFT

Still planning traditionally?

Channel plans built as if the mix of the last five years will hold. Reach and frequency targets set against an engagement pattern that is already moving.

THE GUESS ON THE RIGHT

Or overspending on the next shiny object?

Budget committed to AI gadgets ahead of evidence that HCPs use them, trust them, or let them displace anything else.

Both are guesses. Navigator365™ Sonar replaces them with measurement.

01
Which LLMs HCPs use for drug and disease questions.

02
How far HCPs trust them against journals, guidelines and reps, MSLs and other pharma channels.

03
Whether HCPs still visit the source site afterwards.

04
How much rep contact HCPs would hand to a company AI agent.

Navigator365™ Sonar

	SECTION	SHARE OF QUESTIONNAIRE	#
1	Screening & profile		7
2	General		5
3	AI		15 (all AI)
4	Personalization		5
5	Omnichannel launch		4
6	Content		4
7	Omnichannel rep		8 (2 AI)
8	Omnichannel marketing		5
9	Omnichannel medical		7
10	Market access		3
11	Patient programmes & services		9 (3 AI)
	Total		72

20 of 72 questions touch AI

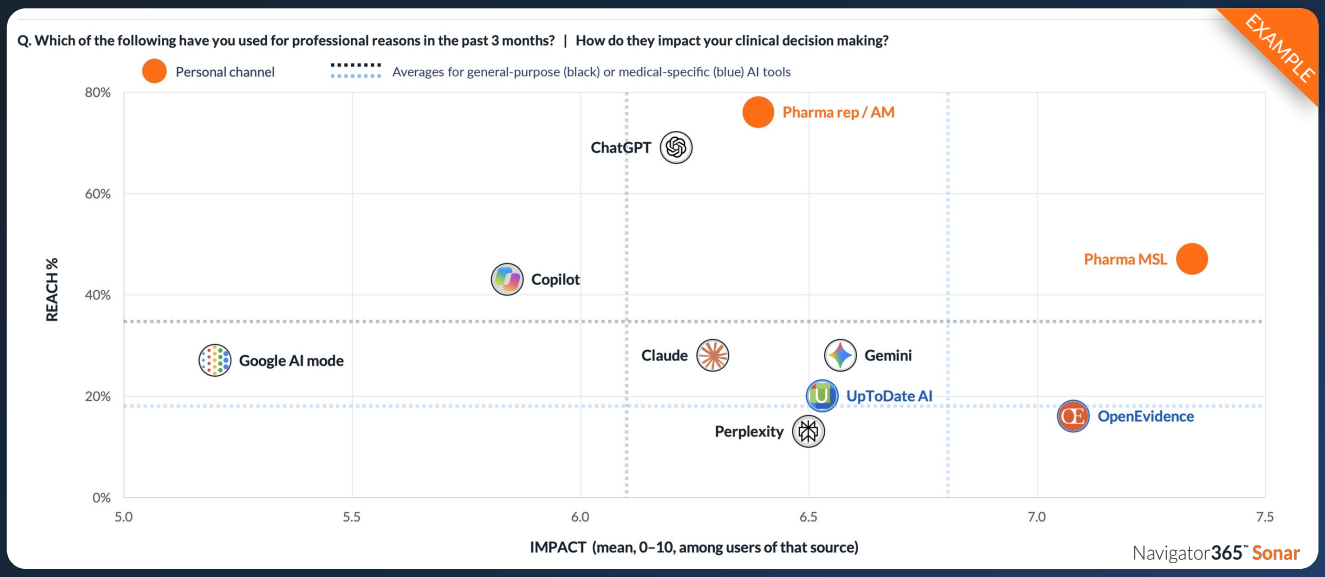
Fifteen in the AI block itself, two in the rep section and three in patient programmes — so AI is read inside the channel questions, not only alongside them.

Named AI tools, measured individually

ChatGPT, Claude, Gemini, Copilot, Perplexity, …

Example: UK | Oncologist | N=75

Source: Navigator365 Sonar – UK, Oncology data



Reach = % of all 75 respondents. Impact = mean 0–10 score among users of that source. Impact axis starts at 5.0. AI tools with n<10 users not plotted. Bubble size is fixed — it carries no third variable. Dotted crosshairs mark the average reach and impact of the six general-purpose AI tools (dark) and the two medical-specific tools (blue).

About Across Health

Across Health puts a unique team of senior, trusted advisors alongside leading international life sciences companies to tackle their key business questions: go-to-market models, omnichannel engagement and CX, and resource allocation. Drawing on more than 300 years of combined biopharma and consulting experience, our advisors turn proprietary data and deep industry, company and brand knowledge into recommendations that drive decisions.

Book a 20-minute walkthrough

https://across.health/navigator365-sonar/

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