

INGREDIENTS / CAPABILITIES / CONNECTIONS

What CommsRx is made of



Agentic platform for strategic communications in pharma and biotech

24

custom tools

7

types of memory

24

judgment cards

16

situation playbooks

ALLY'S INGREDIENTS

Practice + method

Decades of high-stakes pharma and biotech communications judgment. Four Lenses guide research-led counsel.

Approved meaning

CAMS evidence, approved language, scope, proof, boundaries, lexicon and style.

Ally

STRATEGY WITH YOU

Judgment + context

24 judgment cards, 16 playbooks, company knowledge and private business context.

Models + tools

AI models and custom tools support research, strategic counsel and asset production.

Four Lenses: differentiator, unmet need, white space and intermediary perceptions

STANDARD EQUIPMENT

01 CAMS

Approved meaning, evidence and provenance. Checks variants against intended meaning and prohibited claims.

03 Media Radar

Finds journals, coverage and independent studies; story angles even without product news.

05 Multimodal production

Text, images, audio and video. Named genres and Asset Studio templates produce campaign assets.

02 GPS

Probes AI answers with research-led context packs; maps cited sources and trusted intermediaries to inform outreach.

04 Green Thread

Leadership Briefing Pack: coherent story, decision journey, stakeholder view and hard questions.

06 Review + learning

Source-linked review materials. Human observations of pull-through and drift inform a proposed next move.

SOURCE CONNECTIONS

Local/synced folders · Drive · SharePoint / OneDrive · Sheets media workbook

Connections require configuration