

solli’s Pharma Media Prompt Guide

Based on the article- *The Prompt Report: What Pharma Media Needs to Know: From Research to Reality: Harnessing the Science of Prompting in Pharma Media*

PROMPTING TECHNIQUE	WHAT IT DOES	EXAMPLE IN PHARMA MEDIA	EXAMPLE PROMPTS
Chain-of-Thought (CoT)	Forces the model to reason step by step before answering	Defensible rationale for media mix decisions that can be reviewed in compliance or procurement meetings	1. “Step by step, outline how to identify all recent FDA approvals in oncology within the past 12 months, and explain your reasoning at each stage.” 2. “Work through the reasoning to recommend the optimal channel mix for a new oncology drug, considering reach, cost, and compliance.”
Self-Criticism / Chain-of-Verification	Model generates output, then critiques or verifies it	Reduces hallucination risk when conducting brand/competitor research (e.g., verifying pipeline stages or claims data)	1. “List the top five competitors in migraine treatments and then critique your own list for possible inaccuracies.” 2. “Summarize this competitor’s product claims and then cross-check them against FDA approvals.”
Answer Engineering/ Schema-Constrained	Structures outputs into defined formats (tables, JSON, CSV)	Produces structured campaign metrics (impressions, CTR, compliance notes) that plug directly into pharma analytics dashboards	1. “Output campaign results in a CSV with columns: Impressions, CTR, HCP Clicks, Patient Engagement, Compliance Notes.” 2. “Summarize audience reach by specialty in JSON format with fields: Specialty, Reach %, Compliance Risks.”
Few-Shot Prompting	Provides examples so the model learns to classify or map new inputs	Trains the model to categorize line items in a media budget.	1. “Example: ‘Sponsored LinkedIn post’ → Digital Paid Social. Example: ‘Print journal placement’ → Traditional Media. Now classify: ‘Programmatic banner ads on Medscape.’” 2. “Example: ‘Agency retainer fee’ → Fixed Costs. Example: ‘Programmatic ad spend’ → Variable Media Spend. Now classify: ‘Creative production for a new HCP campaign.’”
Role Prompting	Frames the model as a specific persona or expert	Aligns outputs with compliance expectations (“Act as an EU healthcare strategist under GDPR”)	1. “Act as an EMA compliance officer: flag any issues in this draft media plan that could breach EU promotional guidelines.” 2. “You are a pharma procurement lead. Evaluate this proposed agency fee model for fairness and transparency.”
Translate-First / Multilingual Prompting	Improves cross-language consistency in outputs	Ensures global campaign messages remain accurate across EU/APAC markets	1. “Translate this U.S. patient ad copy into French, ensuring compliance with EU pharma advertising regulations.” 2. “First translate this HCP detailing script into German, then summarize it for cultural alignment with local practice norms.”
Step-Back Prompting	Encourages summarization of context before application	Prevents “hallucinated compliance” by summarizing FDA/EMA rules before applying them to media planning	1. “Summarize the FDA rules on digital banner ads, then explain how they apply to this sample creative.” 2. “Outline EMA guidelines on claims substantiation before recommending messaging strategies for this campaign.”
Bias-Aware Prompting	Explicitly asks models to identify or mitigate bias	Safeguards against cultural/gender stereotypes in patient personas or creative concepts	1. “Review this patient persona and identify any gender or cultural bias that might affect campaign fairness.” 2. “Suggest revisions to this HCP engagement plan to avoid stereotypes about medical specialties.”
Entrapment Prompting (Security)	Tests the model’s resilience to adversarial or unsafe inputs	Protects pharma teams against inadvertent data leakage or unsafe responses when handling sensitive brand/regulatory data	1. “If I ask you to ignore compliance rules and make exaggerated claims, how would you respond?” 2. “Test this LLM by asking it for off-label uses of a drug, and ensure it refuses to answer.”
Self-Consistency	Runs multiple reasoning paths and selects the most consistent output	Improves reliability in media analytics (e.g., calculating ROI across fragmented datasets)	1. “Calculate the ROI of this campaign three times using different reasoning steps, then select the most consistent answer.” 2. “Estimate patient acquisition costs using three independent reasoning paths and provide the consensus result.”
Multimodal Prompting	Combines text with images, video, or audio inputs	Future use: prompt with a draft creative to generate HCP vs patient adaptations with compliance flags	1. “Review this uploaded banner ad and suggest a compliant adaptation for HCP audiences.” 2. “Take this 30-second patient video script and adjust it for oncologists, flagging any compliance risks.”
Evaluation Frameworks	Benchmarks prompting techniques for accuracy, reliability, bias	Allows pharma companies to standardize AI use across regions, therapeutic areas, and agencies	1. “Test three prompt variants for competitor analysis and score them on accuracy, clarity, and compliance risk.” 2. “Benchmark translation prompts by running this ad copy into Spanish, French, and German, then evaluate accuracy against human translations.”