

Source-Grounded Member Services AI Assistant for Professional Associations

Pharmacy society gives nine departments their own assistant on one subscription

Nine member services AI assistants on one subscription, covering member support, knowledge discovery and internal staff support for a professional association, each one grounded in a single department's own material.

9

Assistants, one per job that needed one

35.2M

Words of clinical and member content processed

1,006

Questions in its busiest month

0

Support tickets in three years

THE CHALLENGE

Nine different questions, and no single place that answers all of them

A hospital pharmacist checking a drug monograph mid-shift. A resident working out which residency programs take her specialty and when applications close. A policy staffer who needs the society's published position on a bill before a meeting starts.

These are not variations of one question. They come from different people, draw on different bodies of content, and belong to different departments inside the society. A single assistant trained on everything would answer all three badly. The society's problem was never a shortage of content. It was that each department needed its own narrow, accurate answer service, and none of them could justify a project of their own.

WHAT GOT BUILT

- **Drug information.** An assistant over the society's formulary reference, and the busiest of the nine.
- **Advocacy and practice advancement.** Separate agents for policy positions and for the society's national survey work.
- **Internal staff help.** Agents over the association management system's own documentation, so staff stop asking each other.
- **Residency programs.** A dedicated agent for the resources residents and preceptors ask about every cycle.
- **Knowledge discovery and member services.** A general society assistant, a content search agent and a news agent.

WHAT IT DID NOT TAKE

No procurement between agents. Every one of the nine was added on the same subscription, with no new contract and no new negotiation.

No integration program. No API build, no connector work, no engineering team standing behind it.

No support burden. Zero tickets raised across three years of operation.

SWORN TO SECRECY

A US national professional society for pharmacists working in hospitals and health systems, with around 1,000 staff. Shared anonymously at the customer's request. Every number comes directly from the society's own deployment.

AT A GLANCE

INDUSTRY	National professional society, hospital and health-system pharmacy	SIZE	Around 1,000 staff, serving pharmacists across US hospitals and health systems
OBJECTIVE	Give each department an accurate answer service over its own body of content, without running a project for each one	KEY USE CASES	Member self-service and support, knowledge discovery across clinical reference material, residency program resources, advocacy positions, practice-advancement research, news, association management system support for internal staff
SOLUTION	CustomGPT.ai. Nine purpose-built assistants on a single subscription, each grounded in its own content, deployed as web assistants	CORPUS	6,767 documents and 35.2 million words processed across the estate

ACCURACY, COST AND STAFF CAPACITY

Accuracy, cost and staff capacity: five things that decide whether this works at all

A society whose content touches clinical practice carries obligations a general publisher does not. If you are building the same shortlist, these are the five that matter.

- 1 **One corpus per assistant, not one corpus for everything.** Drug reference and residency deadlines have nothing to do with each other. An assistant that holds both will blend them at exactly the wrong moment. Narrow scope is an accuracy decision before it is a design decision.
- 2 **It reports what is published, and it does not practice.** A society can tell you what its own monograph or position statement says. It cannot make a clinical judgment for a pharmacist at a bedside. Retrieval limited to published material keeps that boundary structural.
- 3 **Standing up the tenth agent has to be trivial.** If each new department needs its own contract, budget line and procurement cycle, the second one never happens. The test of a platform is what the ninth agent costs, not the first.
- 4 **Internal audiences count.** Staff asking each other how the membership system works is the same problem as members asking how a program works. The cheapest assistants to justify are often the ones pointed inward.
- 5 **It has to cost nothing to keep.** Departments own these, not IT. An assistant that needs regular rescuing will be quietly abandoned by the one person who set it up.

HOW THE ESTATE GREW

Nine agents arrived one at a time, as departments asked

- Start with the busiest content.** The drug information reference went first and became the heaviest-used assistant in the estate by a wide margin.
- Let volume decide where the depth goes.** The drug information agent alone carries the majority of everything asked across the estate, which is where the corpus weight sits.
- Keep building as the product does.** The newest agent is also the most capable, using retrieval, web search and code execution together, built years after the first one.
- Let the next department see it working.** Residency resources, advocacy and practice advancement followed, each scoped to its own material rather than folded into the first agent.
- Point some of it inward.** Two of the nine sit over the society's own membership platform documentation, so staff can answer their own questions about the system they work in daily.
- Add the small ones anyway.** An events agent and a news agent carry modest volume and cost nothing extra to run, which is the argument for the ninth as much as the second.

The ninth agent cost the same as the second

What stops an organization putting an assistant in front of a second department is rarely the technology. The second one needs a business case, a budget line and somebody to own the procurement, and at that point the idea quietly dies.

Here, a department with a body of content and a recurring question can have an assistant over it, scoped to that content alone, without asking anyone for a new contract. That is why there are nine and not one.

THE ESTATE TODAY

Nine assistants, three years, one entry-level plan

MEASURE	TO DATE
Purpose-built assistants in production	9
Documents processed	6,767
Words processed	35.2M
Questions in the busiest month	1,006
Support tickets raised	0

WHAT THE NUMBERS SAY

The number that matters is nine. Most organizations that buy an assistant end up with one, because the second has to be argued for. This society has agents for drug information, residency programs, advocacy, practice advancement, news, member search and events, plus two pointed at internal staff, and none of them required a separate purchase.

Behind them sits real depth: 6,767 documents and 35.2 million words processed. The drug information assistant alone has carried the majority of every question asked across the estate.

SUPPORT BURDEN

Three years, nine agents, zero support tickets. Nobody at the society has had to call us about any of it.

All nine run on a single entry-level subscription, which is the point. The platform decision was made once, and every department since has been a configuration rather than a purchase.

WHY CUSTOMGPT.AI CAME OUT ON TOP

Scope is per agent, not per customer. Each assistant is grounded in its own content and nothing else, so the residency agent cannot answer a drug question badly. For clinical content, that separation is an accuracy requirement.

Adding one is a configuration. No contract, no procurement, no engineering ticket. A department with content and a recurring question can be answered this week.

It keeps working unattended. Three years on the platform with no support tickets raised, across agents owned by departments and not by IT.

WHAT THIS MEANS FOR YOU

Count the departments, not the use cases

- **Narrow beats broad.** One assistant over everything is the intuitive design and the wrong one. Scope each to a single body of content and each becomes accurate enough to trust.
- **Ask what the ninth one costs.** Any vendor can stand up your first assistant. The question that decides your three-year outcome is what happens when a second department asks for one.

ONE WORTH COPYING

Point one inward first. Two of these nine answer staff questions about the society's own membership platform.

Internal agents need no brand review and no legal sign-off, which makes them the fastest way to prove the idea works.