



How Elucid went from paper-based complaints to GenAI-powered intake in under a minute.

<1 min

RECORD PRE-
FILLED &
SUBMITTED

GenAI

LLM-POWERED
INTAKE

Paper → 0

PAPER-BASED
PROCESSES
ELIMINATED

Multi- LLM

CONFIGURABLE
AI MODELS

About the customer

Elucid is a global medical imaging device leader that uses scientific imaging and histology to empower physicians with accurate diagnostics and precise treatments for cardiovascular disease. As complaint volumes grew, their paper-based processes and disconnected systems couldn't scale — and the gap between intake and investigation was widening with every complaint.

Industry Medical Imaging / Cardiovascular (Elucid)

Pain point Paper-based complaint lifecycle

Challenge

Elucid's complaint lifecycle ran on paper. Complaint documentation — from the moment a complaint arrived through investigation and closure — was managed through paper-based processes. Not a decade ago. **Recently.**

The result was a system that couldn't scale, couldn't be searched, and couldn't support the kind of regulatory decision-making that medical device companies are held to.

Key outcome	GenAI-powered intake <1 min
Platform	Salesforce-native

Want more details? Download the full case study.

We'll walk you through Smarteeva with your use cases, your workflows, and your data.

Download case study ↓

Every complaint was a manual effort. Every investigation started from scratch.

- **Paper-based complaint documentation from intake to investigation.** The quality team captured complaints on paper, filed them manually, and passed them between departments physically. Accessibility was limited. Accuracy depended on handwriting. Onboarding new team members to this process was time-consuming and inconsistent.
- **Manual data entry — labor-intensive and error-prone.** Capturing complaint information required manual input at every stage. This wasn't just slow — it introduced transcription errors, inconsistent formatting, and data quality issues that compounded downstream during investigation and regulatory reporting.
- **Previous system couldn't scale.** The existing complaint management system couldn't handle increasing complaint and inquiry volumes. As the product portfolio grew, the system's limitations in scalability and automation became a bottleneck rather than a support.
- **Non-compliance risk from disconnected systems.** Elucid used different systems for different parts of the quality process, making it complex to track issues and implement corrective actions. Each system boundary was a compliance risk.
- **Opaque change tracking.** Users had difficulty identifying what had changed in a complaint record and understanding how those changes should inform regulatory decisions. The system recorded data — but it didn't make that data useful.

"Our complaint lifecycle was paper-based. Every intake, every investigation, every

handoff. We needed to go from paper to AI — not incrementally, but in one move."

Approach

Smarteeva's approach was not to digitize the paper process. It was to replace it entirely with a GenAI-powered workflow that would make complaint intake, investigation, and reporting fundamentally faster — while keeping every action auditable and compliant.

Elucid didn't need a gradual transformation. They needed to skip an entire generation of technology — from paper directly to AI-assisted complaint management.

Smarteeva designed the implementation around three principles:

- **AI-first intake.** Don't just digitize the paper form — eliminate the form entirely. Use large language models to read incoming complaint emails, extract the relevant fields, and create structured records automatically. The quality team reviews AI-populated records instead of typing from scratch.
- **Let users test before they trust.** Deploying AI in a regulated environment requires confidence. Smarteeva built a prompt testing interface that lets the quality team test AI responses dynamically before any prompt goes into production — ensuring outputs meet business requirements and regulatory expectations.
- **One system, end-to-end.** Replace the disconnected tools and paper processes with a single platform that handles intake,

investigation, reportability, regulatory submission, and closure — with AI embedded at every step and a complete audit trail from the moment a complaint is received.

Solution

Smarteeva replaced Elucid's paper-based complaint lifecycle with a GenAI-powered complaint management system — going from manual documentation to AI-assisted intake, investigation, and reporting in one implementation.

1 **Email-to-record AI intake.** Smarteeva uses Salesforce's native email service to collect complaint information from incoming emails and automatically populate complaint records. No manual transcription. No paper. The complaint email arrives, AI reads it, and a structured record is created — with the quality team reviewing populated fields, not blank forms.

2 **LLM-powered field extraction.** Smarteeva's field extraction functionality captures specific data points from emails — product names, serial numbers, event descriptions, reporter details — based on defined requirements and creates new records using the extracted information. Fields that can't be extracted are flagged for manual completion.

3 **Embedded prompt engineering with live testing.** Users can generate tailored responses, create summaries and descriptions, translate field languages, and auto-populate record fields using

embedded AI prompts. Critically, the team can test prompts dynamically before implementation — previewing AI responses against real complaint data to ensure outputs meet their standards.

4 Multi-LLM flexibility. Users configure their system by selecting from various private large language models, including the latest OpenAI models. This means the AI layer evolves as models improve — without requiring a platform migration or vendor renegotiation.

5 Smart Form Algorithm for missing data. Smarteeva's Smart Form simplifies report completion by allowing users to fill missing details in one click. Automated email notifications provide a direct link for external reporters to update incomplete information — without logging into the system.

6 Smart Intake, Smart Templates, and Decision Trees. AI-powered Smart Intake pre-populates complaint records. Smart Templates apply standardized data structures in clicks. Decision trees automate reportability assessment and risk classification — routing each complaint to the correct regulatory pathway automatically.

7 Records pre-filled and submitted in under a minute. With LLM integration, complaint records are now pre-filled from email, validated by the quality team, and submitted for approval in under a minute. The process that previously required manual paper documentation, transcription, and multi-step system navigation now takes seconds.

Results

The transformation was complete — not incremental. **Paper-based complaint documentation was eliminated entirely.**

Elucid went from handwritten complaint forms and manual transcription to AI-powered intake that pre-fills and submits records in under a minute.

- **Paper → zero.** Every complaint, from intake through investigation and closure, now runs in a digital, AI-assisted workflow with a complete audit trail. Paper-based documentation is gone.
- **Under 1 minute from email to submitted record.** LLM-powered field extraction reads complaint emails, populates records, and submits them for approval — a process that previously required multiple manual steps across paper and disconnected systems.
- **AI the team actually trusts.** The prompt testing interface lets the quality team verify AI outputs before any prompt goes live. This isn't AI imposed on a regulated team — it's AI the team tested, validated, and chose to deploy.
- **Multi-LLM flexibility for the future.** The system isn't locked to a single AI provider. As models improve, Elucid upgrades their AI layer without changing their workflow or platform.
- **Disconnected systems → one platform.** Complaint intake, investigation, reportability, and regulatory submission now run in a single governed workflow on Salesforce. No more system-hopping. No more compliance gaps at system boundaries.

What's next

With GenAI-powered complaint intake running and paper processes eliminated, Elucid is expanding Smarteeva's AI capabilities across their post-market surveillance operation:

- Deploying Smarteeva Orchestra to build custom AI agents for adverse event detection from complaint narratives and automated IMDRF code suggestions
- Expanding AI-assisted investigation — using similar complaint matching and AI-generated investigation summaries to accelerate root-cause analysis
- Extending automated regulatory reporting to additional global markets beyond FDA
- Building AI-powered analytics dashboards for real-time complaint trend monitoring across their cardiovascular product portfolio

See how Elucid eliminated paper-based complaints entirely.

See how Smarteeva's GenAI intake handles email-to-record in under a minute. 30 minutes. Your data. Live product.

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