The Magic of AI: How can Pharma Firms Benefit from the Latest AI Advances?

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Agenda

- What's new?
- Why the hype?
- Practical applications of Gen AI in Pharma
- Use case 1: Create a brand promotion video
- Use case 2: Microsoft Co-pilot
- Challenges

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What's the difference?

Artificial Intelligence

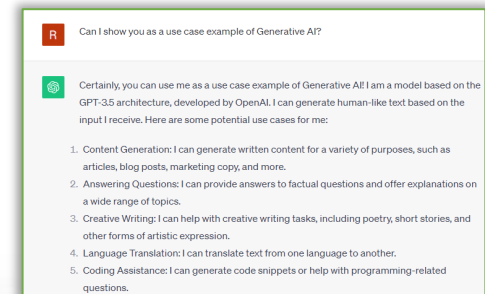Computer systems mimicking human intelligence for problem-solving and decision-making.

Machine Learning

AI technique using data to train algorithms for pattern recognition and prediction.
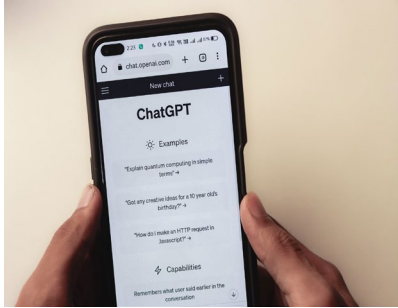

Generative AI

AI that creates new data, such as images or text, based on learned patterns.

Why the hype?

Open-source availability of the technology enabling easier and broader use

No need to write codes – anyone can use it
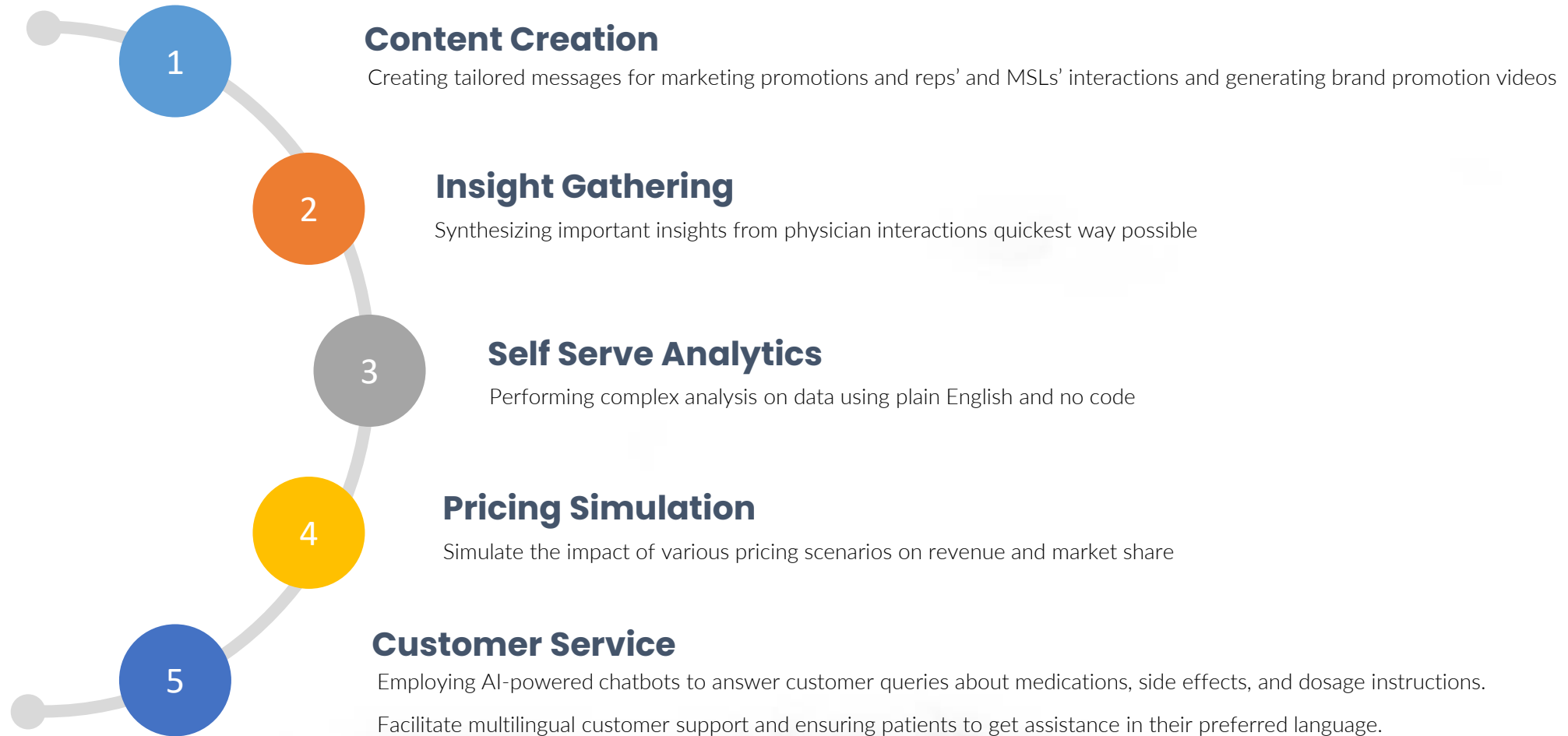

Create new things with minimal inputs

Higher focus from tech companies to generate more solutions

Multi-fold use cases than before

Practical applications of Gen AI in Pharma

1 **Content Creation**

Creating tailored messages for marketing promotions and reps' and MSLs' interactions and generating brand promotion videos

2 **Insight Gathering**

Synthesizing important insights from physician interactions quickest way possible

3 **Self Serve Analytics**

Performing complex analysis on data using plain English and no code

4 **Pricing Simulation**

Simulate the impact of various pricing scenarios on revenue and market share

5 **Customer Service**

Employing AI-powered chatbots to answer customer queries about medications, side effects, and dosage instructions.

Facilitate multilingual customer support and ensuring patients to get assistance in their preferred language.

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If it takes an engineer 40 hours to make a web application today, but with the assistance of generative AI, it only takes 10 hours to complete the same task tomorrow, do you ...

- **Reduce the number of engineers by 4x?**
- **Increase the number of web applications by 4x?**
- **???**

Use case 1: Create a brand promotion video

Components of Video Creation

Script Writing		Visual Creation		Audio Generation

Application

Other Use Cases

- *Summary of clinical information*
- *Adverse Event Reporting*
- *Productivity in communication*

- *Customized websites for patients & physicians*
- *Visually enhanced slides*

- *Translating English into global languages*
- *Using the voice of CEO or any celebrity to roll out contests*

Use case 2: MS Copilot

AI assistant integrated with your MS suite

MS PowerPoint

- Generate initial drafts
- Improve or supplement content
- Smartly edit and format for visual appeal
- Condense presentation material
- Derive contextual insights and actionable points

MS Excel

- Interact in natural language with the data
- Generate quick insights
- Provide intelligent data formatting
- Assess data and models holistically, along with other institutional intelligence stored as Word Docs, Meeting Notes, etc.

MS Word

- Provide easy proofreading and red-lining
- Support quick phrasing and paraphrasing
- Summarize documents
- Ask questions about content of the document

MS Outlook

- Reply in your own writing style
- Break writer's block
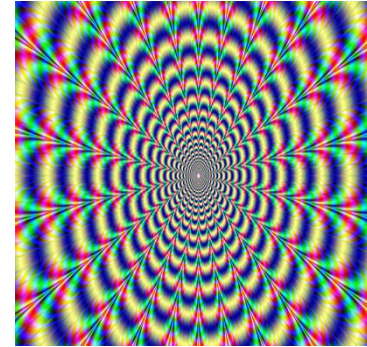- Save time and effort in writing emails
- Improve tone and eloquence

MS Teams

- Use "Catch Me Up" feature to get a download of what's been going on in a meeting
- Ask questions about discussion so far
- Provide note-taking and action item generation
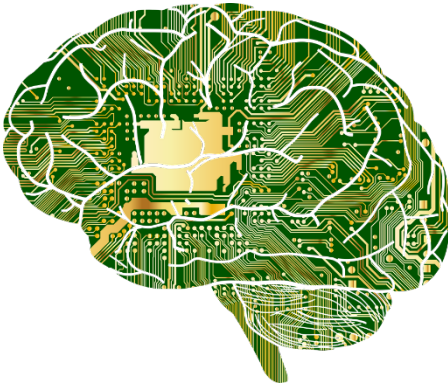- Recap and fill-in gaps

Challenges

Privacy and Security

Hallucinations

Misuse and Over-reliance

Bias and Discrimination