MARKETLOGIC

Succeed in Pharma & Healthcare with AI

Transform P&H market insights into business value in the new AI era

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Foreword

The pharmaceutical and healthcare (P&H) industries are characterized by their stringent regulatory environments, complex operational landscapes, and the growing demand for personalized healthcare. These sectors must navigate rigorous compliance standards while managing a vast array of data generated by clinical trials, patient records, market research, and more.

As the demand for personalized healthcare grows, so does the volume of data, presenting both an opportunity and a challenge for organizations.

This whitepaper addresses the specific challenges faced by Pharma & Healthcare enterprises, such as stringent regulatory requirements and the need for precise data management.

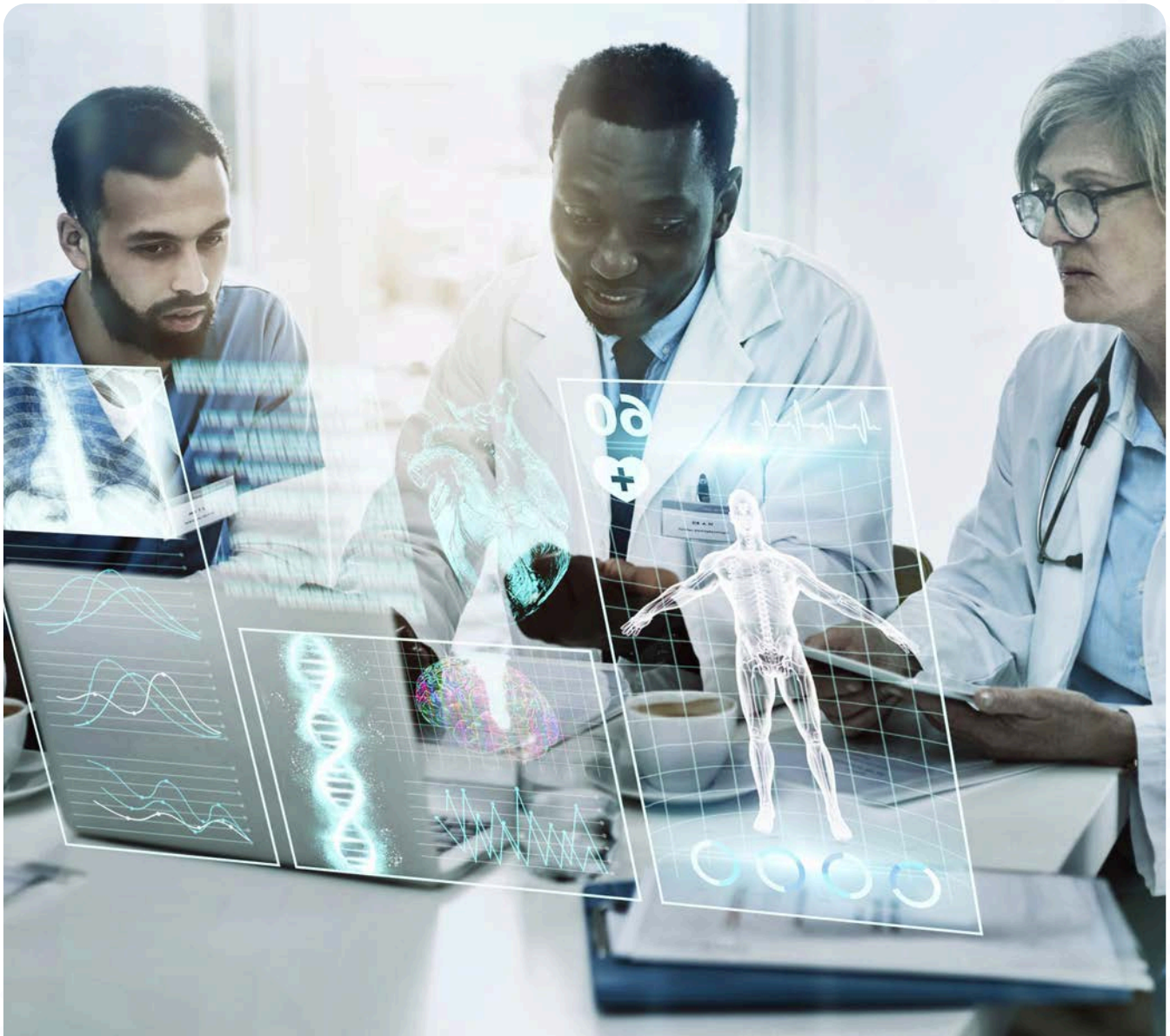
By providing a thorough analysis of industry trends, identifying common pain points, and showcasing real-world case studies, we illustrate why now is the critical moment for Pharma & Healthcare organizations to optimize their knowledge management processes, supported by AI and generative AI.

Harnessing AI for faster decisions and compliance in Pharma & Healthcare

Understanding consumer journeys has become increasingly complex, with multiple touchpoints, both physical and digital. Post-COVID, the burden on overstretched healthcare systems has accelerated the digitalization of the healthcare industry across the board.

While the volume of data is advancing and customer journeys become more personalized, many organizations still lack the tools and processes to match these demands.

In this current ecosystem, insights need to reach the business quickly, while maintaining the critical need for pharmacovigilance, regulatory compliance, and the accuracy of insights. Inefficient knowledge sharing can easily become a bottleneck, resulting in slower decision-making and thus, slower business growth.



Statistics and data in the Pharma & Healthcare sectors reveal the following developments:

Complexity of consumer journeys: According to Accenture's Global Health and Life Sciences Experience Survey, 77% of patients expect personalized healthcare experiences. This demand for personalized care is driving complexity in consumer journeys as it involves integrating multiple touchpoints — both physical and digital — such as telehealth, mobile apps, and in-person visits (Accenture).

Digital adoption and multichannel engagement: McKinsey reports that the majority of consumers now use at least three channels for each purchase journey. For healthcare, this translates to patients using a combination of online consultations, wearable health devices, and traditional in-person visits to manage their health (McKinsey & Company).

Increased use of digital technologies: The adoption of digital health technologies has surged post-COVID. A significant number of healthcare interactions now occur through digital platforms, with telemedicine usage increasing by 38 times compared to pre-pandemic levels. This shift is driven by the need for convenience and improved access to care (Managed Healthcare Executive, McKinsey & Company).

Patient experience expectations: According to the Global Patient Experience Benchmarks by Accenture, 94% of Pharma executives believe that digital transformation is essential for their organization's success. This transformation is crucial for meeting patient expectations for seamless, integrated healthcare experiences that combine physical and digital interactions (Accenture).

77%

of patients expect personalized Healthcare experiences

94%

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Addressing the data deluge in the Pharmaceutical sector

Consumers today engage with multiple channels during their journey. **McKinsey reports that modern consumers typically interact with five critical touchpoints: mobile apps, digital displays, interactive screens, tech-enabled associates, and points of sale** (McKinsey & Company).

A Salesforce study found that 76% of consumers now use multiple channels to complete a single transaction, indicating a shift towards a more complex, omnichannel customer journey (Outbrain). Outbrain emphasizes the complexity, revealing that consumers often engage with multiple touchpoints before conversion.

Despite the surge in data volume and the personalization of consumer journeys, many organizations struggle to meet these demands, and to disseminate insights effectively within the business.

The data deluge in the pharmaceutical sector is substantial. Data generation in Healthcare is projected to grow at an annual rate of 36% through 2025 (Forbes). By 2025, the global datasphere is expected to grow to 175 zettabytes, with healthcare contributing significantly (IDC).

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As data volume rises, efficient and accurate data management systems become crucial. **Pharma organizations must navigate stringent regulatory requirements and ensure the accuracy of insights derived from vast amounts of data.**

The challenge of turning data into growth

Pharma & Healthcare organizations capture vast amounts of data, but transforming this data into actionable insights requires significant effort. The process involves collation, dissemination, and rigorous work, especially given the need for 100% monitoring and auditing compliance. **Regulatory reporting is time-consuming and resource-intensive, with costly consequences for errors.**

To understand market changes and consumer needs in a competitive landscape — exacerbated by new players like Amazon and Apple, who are now offering top healthcare solutions and platforms, from wearable Health-tech to portable patient health hubs — organizations must ensure high-quality data input and timing, more than ever before. **In this environment, stakeholder involvement is crucial for delivering the right insights at the right time.**

Leveraging AI for insights and compliance

To stay competitive, Pharma & Healthcare organizations would benefit from updating their knowledge management strategies, with the support of AI-driven insights management solutions. These platforms can centralize knowledge assets and serve as research repositories, easing the compliance burden by integrating these processes into existing systems.

By making insights accessible across teams, vendors, and suppliers in relevant and digestible formats, AI-driven solutions enhance organizational efficiency. They drive innovation and support informed, evidence-based decisions — applied to pipeline, portfolio, and business development. Enterprises that adopt these technologies promptly will be better equipped to understand consumer journeys, navigate industry complexities, ensure compliance, and maintain a competitive edge.

The AI revolution in Pharma & Healthcare: Trends and opportunities

Current state of the industry and market overview

The pharmaceutical industry is experiencing rapid transformation, driven by advancements in technology and evolving market dynamics. According to a report by Deloitte, the global pharmaceutical market is projected to experience significant growth in the coming years, fueled by increasing demand for innovative therapies, an aging population, and the rising prevalence of chronic diseases. However, this growth brings significant pressure to discover and develop new drugs faster and at lower costs (Deloitte United States).

Gen AI could generate

$60 - $110 billion

annually for Pharma and medical product companies

Harnessing new technology to speed up processes and unlock profits

Generative AI is transforming the pharmaceutical industry by revolutionizing operations and unlocking significant economic value. The McKinsey Global Institute estimates that generative AI could generate between $60 billion and $110 billion annually for the pharmaceutical and medical product sectors (McKinsey Global Institute).

Generative AI technology can accelerate drug discovery, optimize manufacturing processes, and enhance clinical trial efficiency — significantly reducing costs and timeframes.

For example, companies using AI for drug discovery have reduced the time required to identify promising drug candidates by up to 50%, leading to faster development cycles and substantial cost savings. Additionally, AI integration in clinical trials has increased patient recruitment rates by 20%, streamlining the drug development process and improving outcomes.

AI-driven automation in manufacturing processes enhances precision and reduces waste, contributing to better resource management and profitability. Leveraging these technological advancements positions pharmaceutical companies to better meet market demands, deliver innovative therapies, and maintain a competitive edge in an evolving industry.

The pandemic has sped up AI adoption in Pharma & Healthcare

Generative AI is transforming nearly every aspect of the pharmaceutical industry, transforming operations and unleashing significant economic potential. The technology is helping companies identify potential compounds and predict their effectiveness far more quickly than traditional methods. **For instance, AI-driven platforms can screen vast libraries of compounds in a fraction of the time it would take using conventional techniques, significantly speeding up the identification of viable drug candidates.**

A GlobalData survey revealed that 50% of healthcare industry professionals are prioritizing AI investments over the next two years (GlobalData). This growing interest is driven by AI's proven benefits in reducing drug development times, increasing efficiency, and improving patient outcomes. It is also fueled by AI's ability to rapidly process and analyze vast amounts of data, accelerating drug discovery and development processes.

This means that the pharmaceutical and healthcare industries are at a critical juncture. The integration of AI offers a path forward, providing solutions to some of the most pressing challenges these sectors face. As the industry continues to change, organizations that embrace AI will be better placed to stay ahead of the competition.

50%

of Healthcare professionals are prioritizing AI investments over the next two years

P&H Key industry trends

Digital transformation

Companies are increasingly adopting digital technologies to streamline operations. A survey by Accenture found that 94% of pharma executives believe digital transformation is essential for their organization's success.

This shift includes integrating digital tools to improve data management, enhance communication across departments, and optimize clinical trials.

For instance, digital platforms for clinical trial recruitment and monitoring have accelerated the pace at which trials are conducted and analyzed.

Personalized medicine

There is a growing focus on personalized medicine, tailoring treatments to individual patients based on their genetic profiles.

According to a Grand View Research report, the personalized medicine market was valued at USD 493 billion in 2020 and is expected to grow at a CAGR of 11.6% from 2021 to 2028.

This approach aims to improve treatment efficacy and reduce adverse effects by targeting therapies to patients' genetic makeup, leading to more effective and safer healthcare solutions.

Telemedicine

The COVID-19 pandemic significantly accelerated telemedicine adoption, allowing patients to receive care remotely.

According to McKinsey, telehealth utilization has stabilized at levels 38 times higher than pre-pandemic.

This trend is expected to continue, offering more convenient and accessible healthcare options, particularly for routine consultations and follow-ups, thus reducing the burden on healthcare facilities and increasing patient satisfaction.

Real-world evidence (RWE)

Pharma companies are increasingly using RWE to support their clinical trial data, helping to demonstrate the efficacy of treatments in real-world settings.

The FDA has shown increasing interest in RWE, as seen in their Real-World Evidence Program, which encourages the use of RWE in regulatory decision-making.

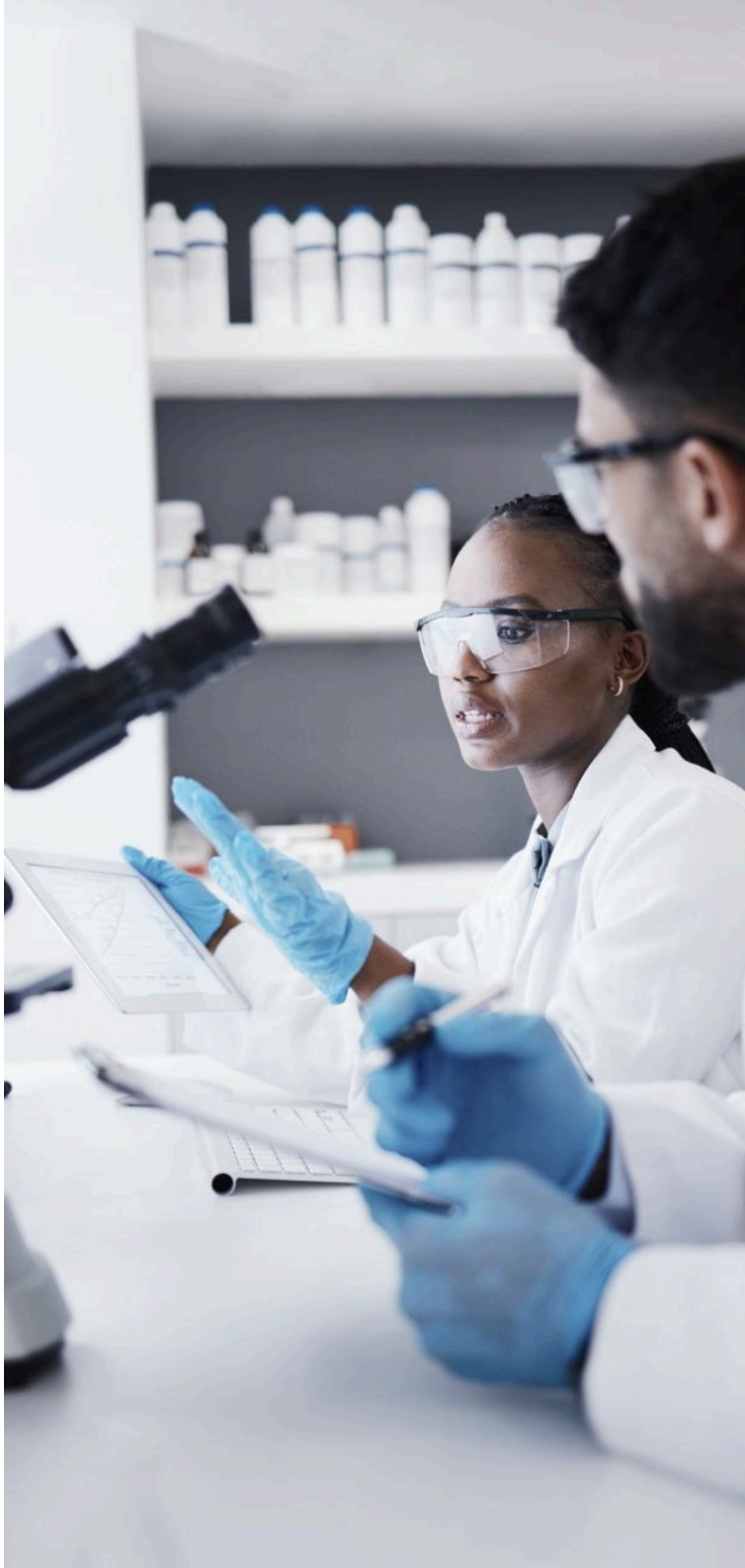
By incorporating data from electronic health records, insurance claims, and patient registries, **RWE provides a more comprehensive view of how treatments perform outside controlled clinical trials.**

AI integration

As AI technologies mature, their integration into various aspects of the Pharma industry — from drug discovery to patient care — continues to grow. Companies are leveraging AI integrations to optimize their operations.

For example, AI-driven drug discovery platforms can reduce the time and cost of identifying new drug candidates.

A report by Deloitte highlights that AI can potentially cut drug discovery costs by $70 billion annually, demonstrating the significant impact AI can have on the industry.



How Pharma companies are using AI

Leading Pharma companies are making significant investments in AI to transform their operations:

Sanofi: Partnered with Aily Labs to develop an AI platform called “plai” for drug discovery, clinical trials, and manufacturing. Sanofi has also adapted AI technology for connected insulin pens.

Pfizer: Utilized IBM’s supercomputing and AI to develop new drugs like PAXLOVID, reducing computational time by 80-90%

Novartis: Employs AI to improve drug discovery and boost efficiency with over 150 ongoing AI projects.

Janssen: Uses AI for drug discovery, clinical trials, and manufacturing, with more than 100 AI projects.

AstraZeneca: Partnered with Oncoshot and BenevolentAI for patient matching and target identification, respectively.

Bayer: Partnered with Exscientia for AI-driven drug discovery in cardiovascular disease and oncology.

Merck: Collaborated with multiple AI firms for drug discovery and development initiatives.

GSK: Utilized an AI platform for target identification, drug design, and lead generation.

Roche: Established an AI hub after announcing over 25 AI partnerships for drug discovery and development.

Lilly: Aims to grow its digital workforce through over 100 AI projects to augment human productivity and automate regulatory processes.

Key challenges and opportunities in the Pharma & Healthcare sectors

Adhering to strict pharmacovigilance processes

Challenge: Patient safety and regulatory compliance

Pharmacovigilance, the process of monitoring the effects of medical drugs after they have been licensed for use, is crucial for guaranteeing patient safety and regulatory compliance.

Pharmaceutical companies must continuously collect, analyze, and act on data regarding adverse drug reactions. This involves rigorous reporting standards and the ability to respond swiftly to potential safety concerns. Non-compliance can lead to severe penalties, including fines and the withdrawal of products from the market.

Challenge: Data management and reporting

Managing pharmacovigilance processes involves handling vast amounts of data from various sources, including clinical trials, post-marketing surveillance, and spontaneous reporting systems. The challenge lies in integrating this data, ensuring its accuracy, and reporting it to regulatory bodies in a timely manner.

According to a published study, only about 13.8% of drugs entering clinical trials eventually receive approval, underscoring the critical need for effective pharmacovigilance to monitor adverse events and ensure patient safety (Biostatistics).

Opportunity: Streamlined data management and compliance reporting

The right AI insights platform can streamline these processes by centralizing data management, improving data accuracy, and automating compliance reporting. AI tools can integrate data from diverse sources, analyze it in real-time, and provide actionable insights that facilitate quicker responses to adverse events.

This not only enhances the efficiency of pharmacovigilance activities but also ensures that organizations can respond swiftly to potential safety issues, maintaining the highest standards of patient care and regulatory compliance. By automating data collection and analysis, AI reduces the administrative burden on staff, allowing them to focus on higher-value tasks.

Standardization of research management (RM) processes

Challenge: Creating uniform procedures across the organization

Research management requires the standardization of processes to ensure consistency and reliability. This includes establishing uniform protocols for clinical trials, data collection methods, and reporting formats. Without standardization, there is a risk of inconsistencies that can compromise the validity of research findings and hinder compliance with regulatory standards.

Creating uniform procedures helps to maintain the integrity of research data and supports regulatory compliance across all levels of the organization. Operational complexity is a significant challenge, as managing extensive data from various sources can be overwhelming.

Opportunity: Implementing best practices and protocols

A robust platform for AI insights aids in establishing and enforcing standardized RM processes by providing a centralized space where best practices and protocols are easily accessible. Such a platform can be configured to align with the specific regulatory requirements of different regions, ensuring that all research activities adhere to the necessary standards. By centralizing these processes, organizations can ensure that everyone follows the same procedures, thereby reducing errors and enhancing the reliability of research outcomes.

This AI insights-powered approach not only streamlines operations but also supports regulatory compliance, making it easier to meet the stringent demands of the P&H industries. Additionally, data integration capabilities of AI platforms can help combine disparate data sets into a cohesive and actionable format, further improving research management efficiency.

Tracking training certifications

Challenge: Maintaining competence and compliance

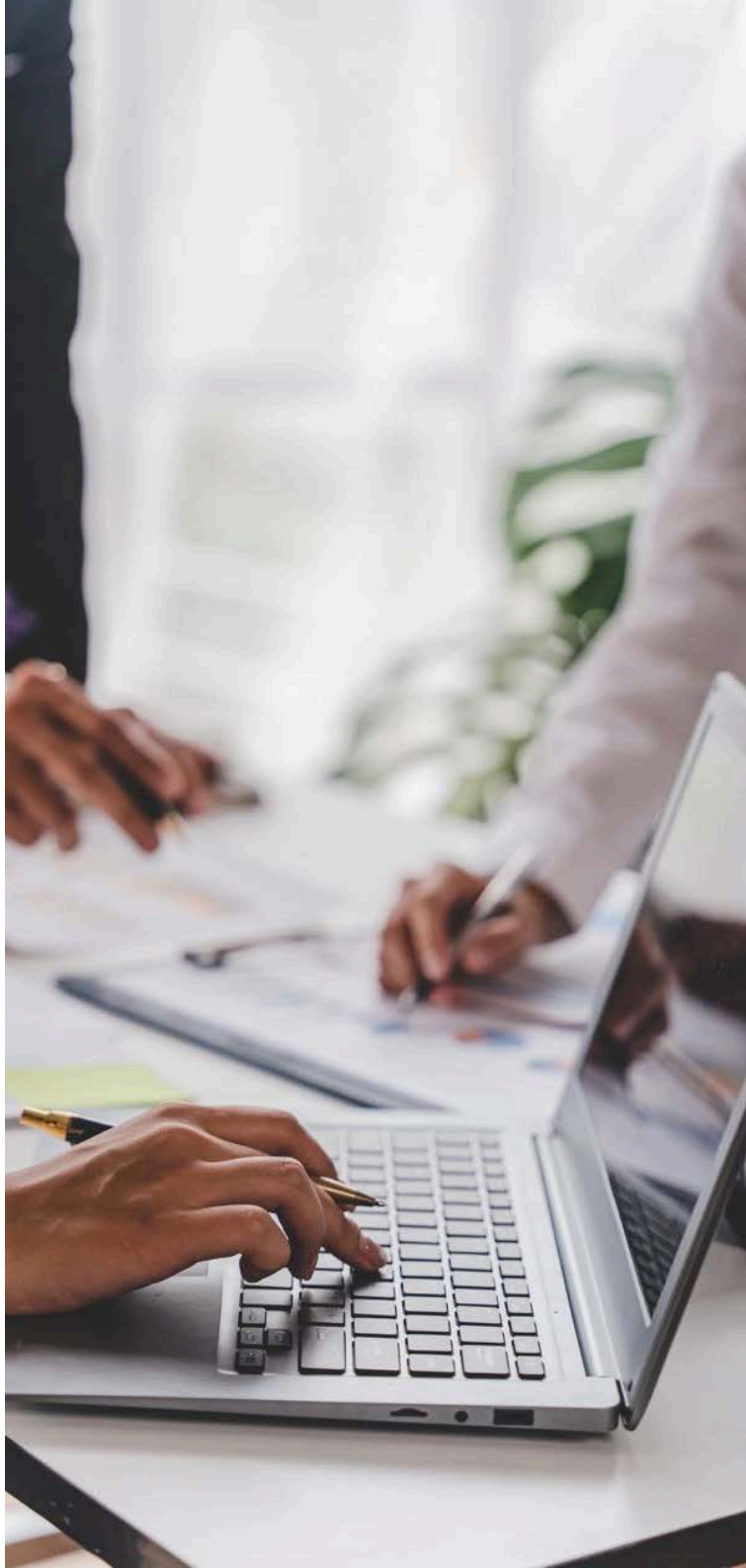
Professionals must maintain up-to-date training certifications to comply with industry regulations and ensure the highest standards of patient care and product safety. This applies to both employees from P&H organizations, and the agency partners that P&H companies work with to conduct the research. Ensuring adherence to stringent regulations is critical. Non-compliance can result in severe penalties, including hefty fines, legal action, and reputational damage.

Keeping track of these certifications is a complex task, especially in large organizations with numerous employees. Regular training and certification updates are essential for maintaining competence and compliance, but manual tracking can be cumbersome and prone to errors. This challenge is compounded by the operational complexity of managing extensive data from various sources.

Opportunity: Automated tracking and reminders

AI can help ensure compliance by automating the monitoring and reporting processes, reducing the risk of human error. A sophisticated AI platform can automate the tracking of training certifications, sending timely reminders when renewals are due to ensure that all personnel remain compliant with industry requirements.

This automation significantly reduces the administrative burden on human resources and minimizes the risk of non-compliance due to expired certifications. By making sure that training records are consistently up-to-date, organizations can maintain high standards of competence and compliance, which are critical in the highly regulated pharmaceutical and healthcare industries.



Managing agency and supplier partners

Challenge: Quality and compliance

Working with multiple external partners, including research agencies, marketing firms, and suppliers, is the norm for Pharma insights teams. Managing these relationships and ensuring that all partners comply with the organization's standards and regulatory requirements is a significant challenge.

The quality of external partnerships directly impacts the integrity of research, product development, and marketing strategies.

Opportunity: Centralized partner management

Utilize AI-driven solutions for centralized management of agency and supplier partners. These platforms include tools for tracking performance, managing contracts, and ensuring all partners adhere to compliance requirements. By centralizing this information, organizations can streamline partner management, improve oversight, and reduce the risk of non-compliance. The platform facilitates better communication and coordination with external partners, ensuring that all activities align with the organization's standards and regulatory frameworks.

This centralized approach enhances the efficiency and reliability of managing external relationships, ultimately supporting higher standards of quality and compliance.

Avoiding duplicative research

Challenge: Duplicative research

Duplicative research not only wastes valuable resources but also delays the delivery of new treatments to market. It is essential for organizations to have visibility into ongoing and completed research to avoid unnecessary duplication.

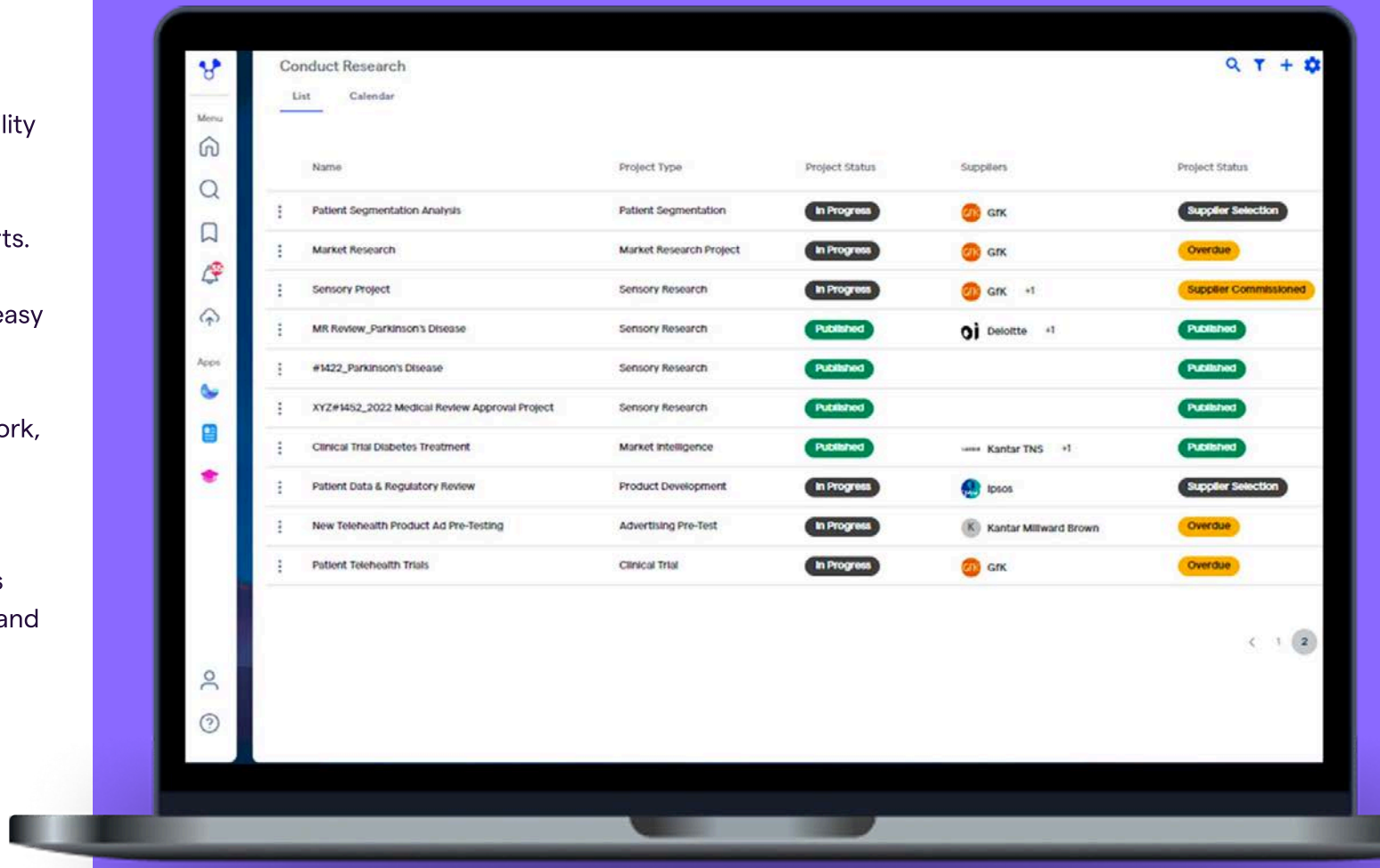
Efficient resource management ensures that research efforts are directed towards novel and impactful studies, maximizing the use of time and funding.

Opportunity: Comprehensive research management

Implement AI-powered solutions to gain a comprehensive view of all research activities across the organization. This enhanced visibility helps teams identify ongoing projects, share findings, and collaborate more effectively, thereby reducing the risk of duplicative efforts.

By centralizing research data and providing easy access to past and current studies, these solutions ensure that teams can build on existing knowledge — avoiding redundant work, and accelerating the development of new treatments.

This streamlined approach not only improves resource efficiency but also supports faster and more innovative research outcomes.



Managing costs and funding across countries

Challenge: Navigating international, diverse regulatory environments

Operating in a global market involves navigating diverse regulatory environments and managing costs and funding across different countries. Each country has its own set of regulations, pricing structures, and reimbursement policies, adding complexity to financial management.

This complexity necessitates a robust strategy to support compliance and optimize resource allocation across various markets.

Opportunity: Advanced financial management tools

AI-driven solutions provide organizations with the capabilities to effectively manage costs and funding. These platforms can be tailored to meet the specific financial and regulatory requirements of each country, ensuring compliance and optimizing resource allocation. By offering real-time financial insights, AI helps organizations make well-informed decisions about resource allocation and cost management.

This approach ensures that funds are utilized efficiently, regulatory requirements are met, and financial risks are minimized, thereby enhancing the overall financial health of the organization and facilitating smoother operations across international markets.

Data exports for audit fulfillment

Challenge: Meeting regulatory requirements

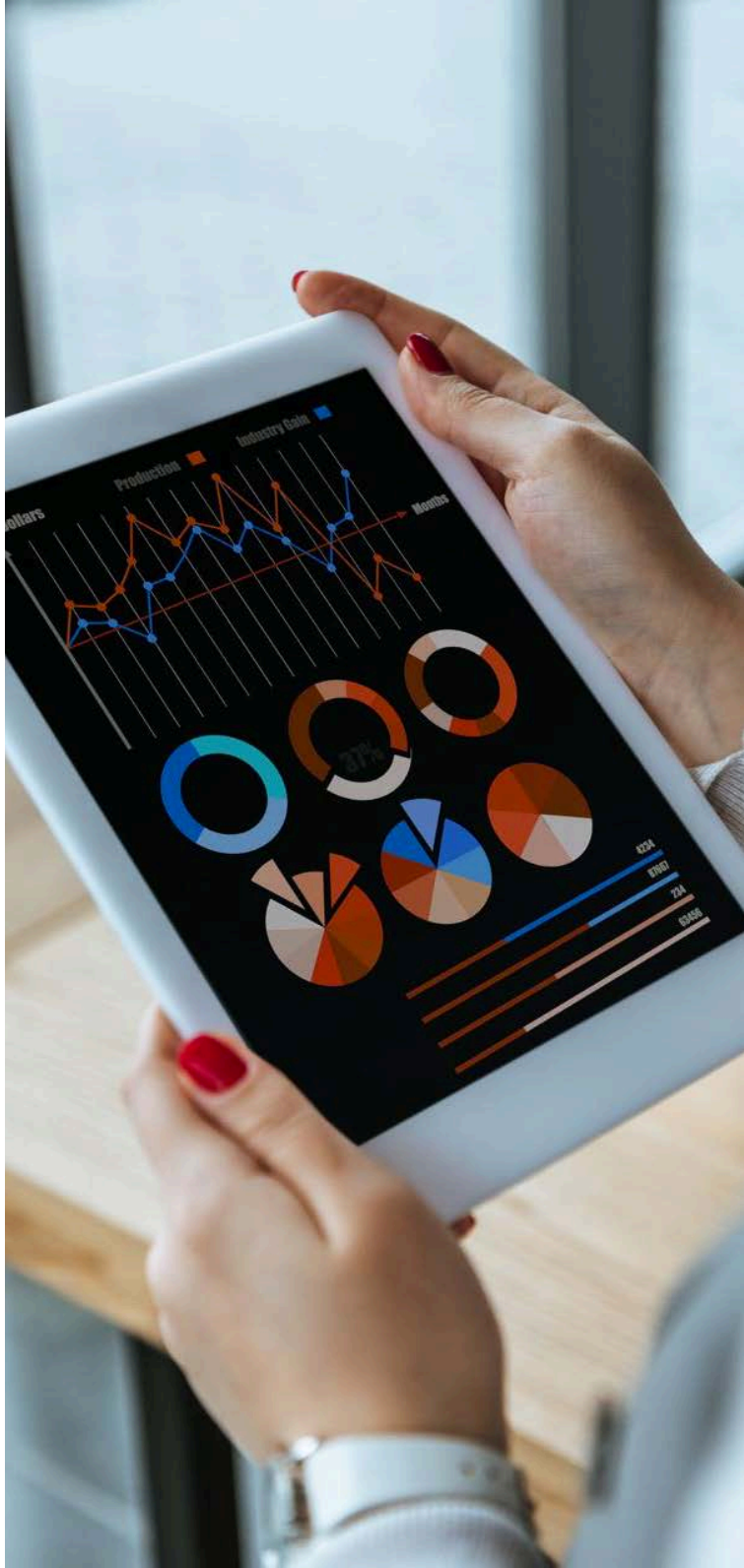
Regulatory audits are a critical component of compliance in the pharmaceutical and healthcare sectors. Organizations must provide detailed and accurate data exports to regulatory bodies upon request. This includes data on clinical trials, adverse events, training certifications, and more.

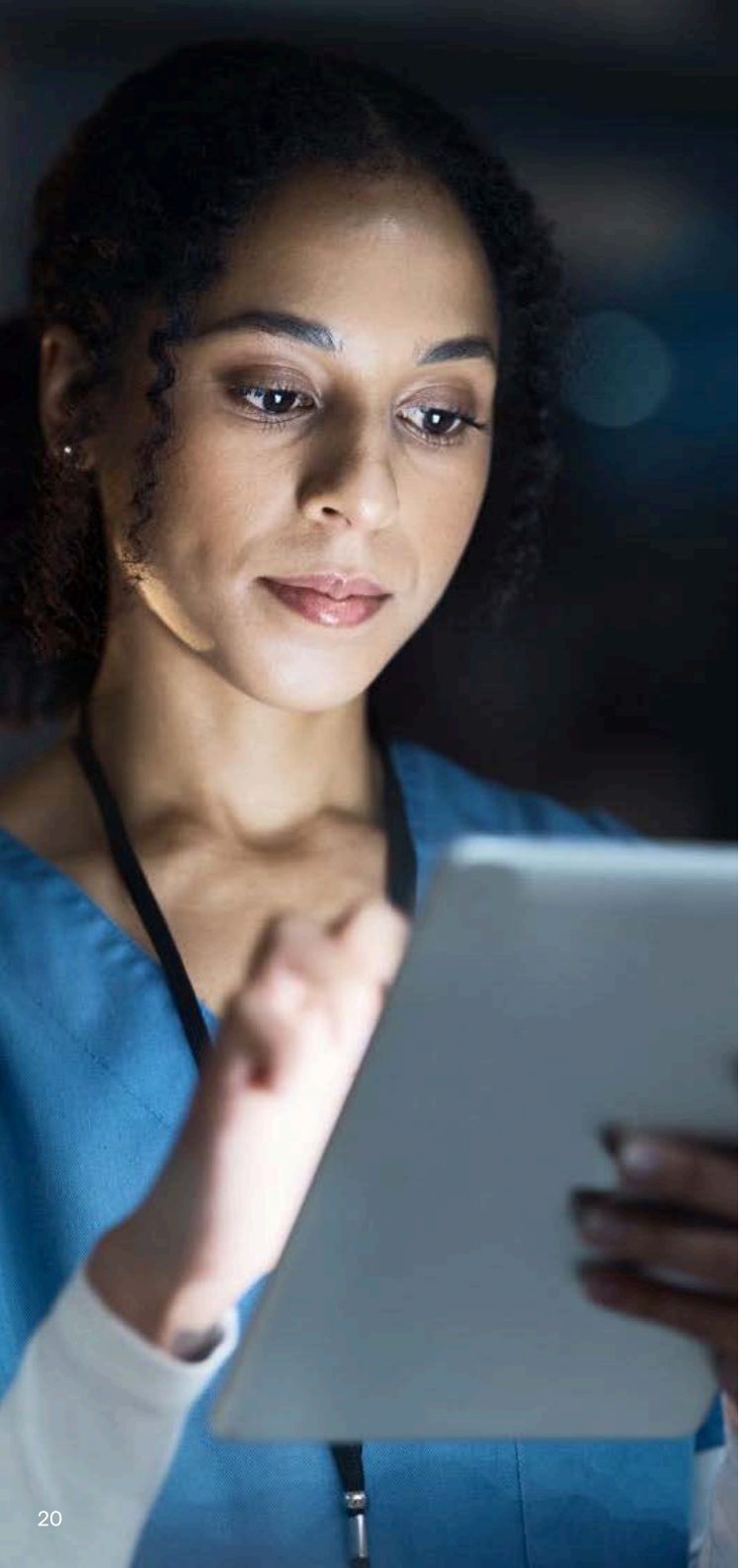
Efficiently managing and fulfilling these requests is essential for P&H organizations to maintain compliance and avoid penalties.

Opportunity: Highly configurable data export solutions

Advanced AI platforms offer highly configurable data export solutions designed to meet the specific requirements of different regulatory bodies. These solutions enable organizations to quickly and accurately fulfill audit requests, reducing the risk of non-compliance and associated penalties. By automating the data export process, these platforms significantly reduce the administrative burden on staff, allowing them to focus on more strategic activities.

This adaptability ensures that the organization can seamlessly adjust to varying regulatory requirements across different regions and bodies, thereby enhancing compliance and operational efficiency.





Key AI-enabled features for insights:

- **Efficient regulatory reporting:** Automates and streamlines the process of data extraction with pre-configured export templates — ensuring the information provided is accurate, comprehensive, and compliant. This reduces manual effort and minimizes the potential for human error, leading to efficient regulatory reporting.

- **Compliance across borders:** Adaptable to meet international regulatory standards, ensuring that organizations remain compliant regardless of geographic location. This feature is particularly beneficial for multinational companies managing compliance across multiple jurisdictions.

- **Detailed audit trails:** Maintains comprehensive records of all data exports and changes, providing a clear audit trail that supports transparency and accountability during regulatory reviews.

- **Research setup assistant:** Allows to upload an existing briefing document, then extract its content and populate predefined fields within a project — resulting in considerable time-saving.

- **Real-time updates:** Ensures that data exports reflect the most current information available, providing regulators with up-to-date insights into the organization's operations and compliance status.

Benefits:

- **Reduced risk of non-compliance:** By providing accurate and timely data exports, organizations can mitigate the risk of penalties and sanctions associated with regulatory non-compliance.

- **Operational efficiency:** Automation of data export processes frees up valuable time for staff, allowing them to focus on higher-value tasks that contribute to the organization's strategic objectives.

- **Enhanced data integrity:** Automated processes help maintain the integrity and accuracy of exported data, supporting reliable compliance reporting.

Read the use case below to see how to use advanced AI-enabled features for compliant reporting.

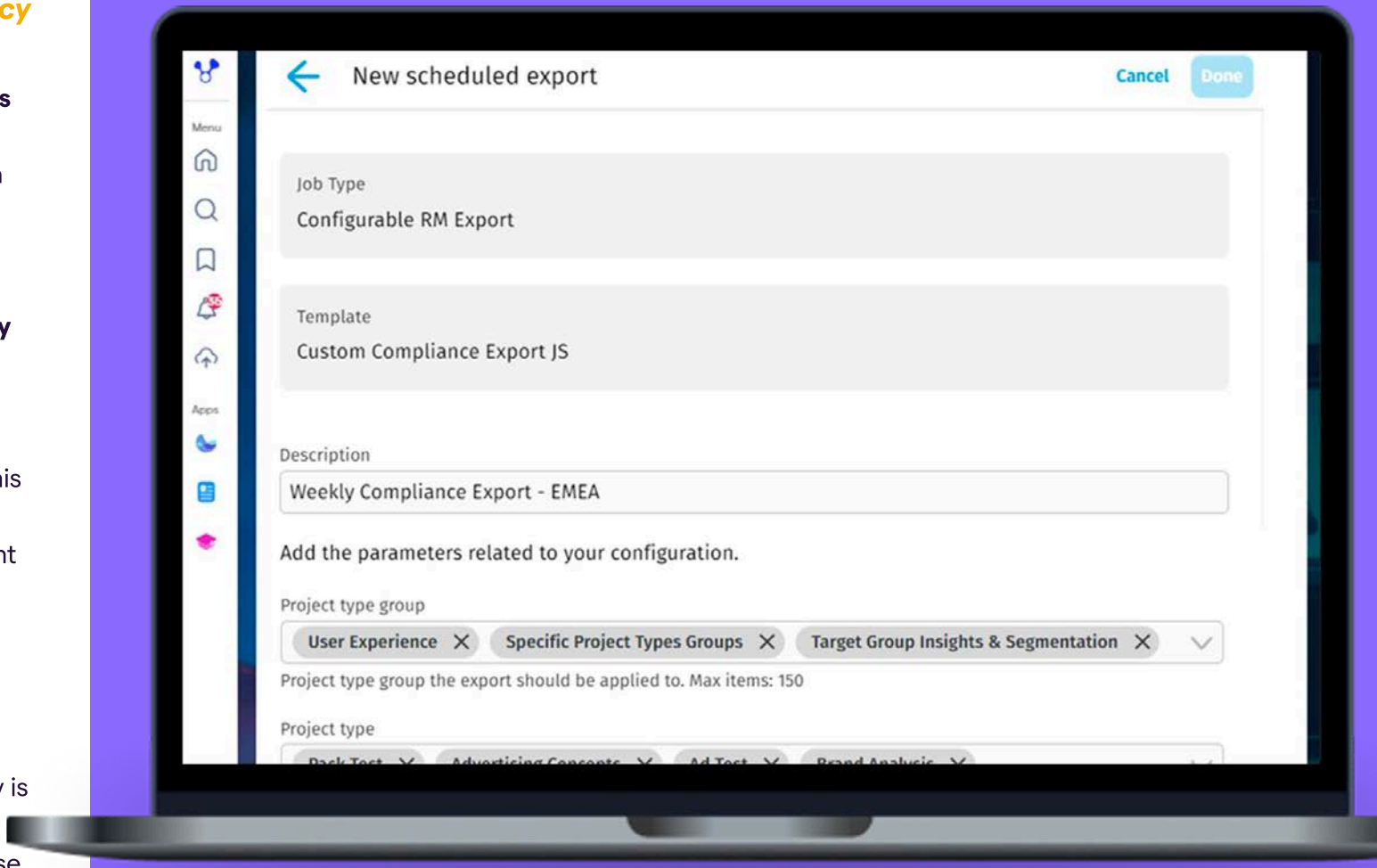
Use case: Streamlining Pharma regulatory reporting with AI — ensuring compliance and efficiency

A global pharmaceutical company needs to provide a detailed report on adverse events related to a new drug as part of a regulatory audit.

Using an advanced, award-winning AI platform like DeepSights™, the company can quickly generate a comprehensive export that includes all relevant data, formatted according to the specific requirements of the regulatory body. This not only supports compliance but also demonstrates the company's commitment to transparency and accountability.

Detailed scenario

Challenge: The pharmaceutical company is required to submit a detailed report to regulatory authorities, highlighting adverse events linked to a recently launched drug.



The data required spans across multiple departments, including clinical trials, patient feedback, and post-market surveillance. Manually collating this information is time-consuming and prone to errors, which could jeopardize compliance and delay reporting.

Solution: DeepSights™ streamlines this entire process by automatically aggregating data from various sources, ensuring all relevant information is captured accurately.

The platform's AI capabilities then format this data according to the specific requirements of the regulatory body, significantly reducing the administrative burden on staff.

Steps involved

Data integration:

- DeepSights™ integrates data from clinical trials, electronic health records, and patient feedback systems into a centralized database.

Automated data analysis:

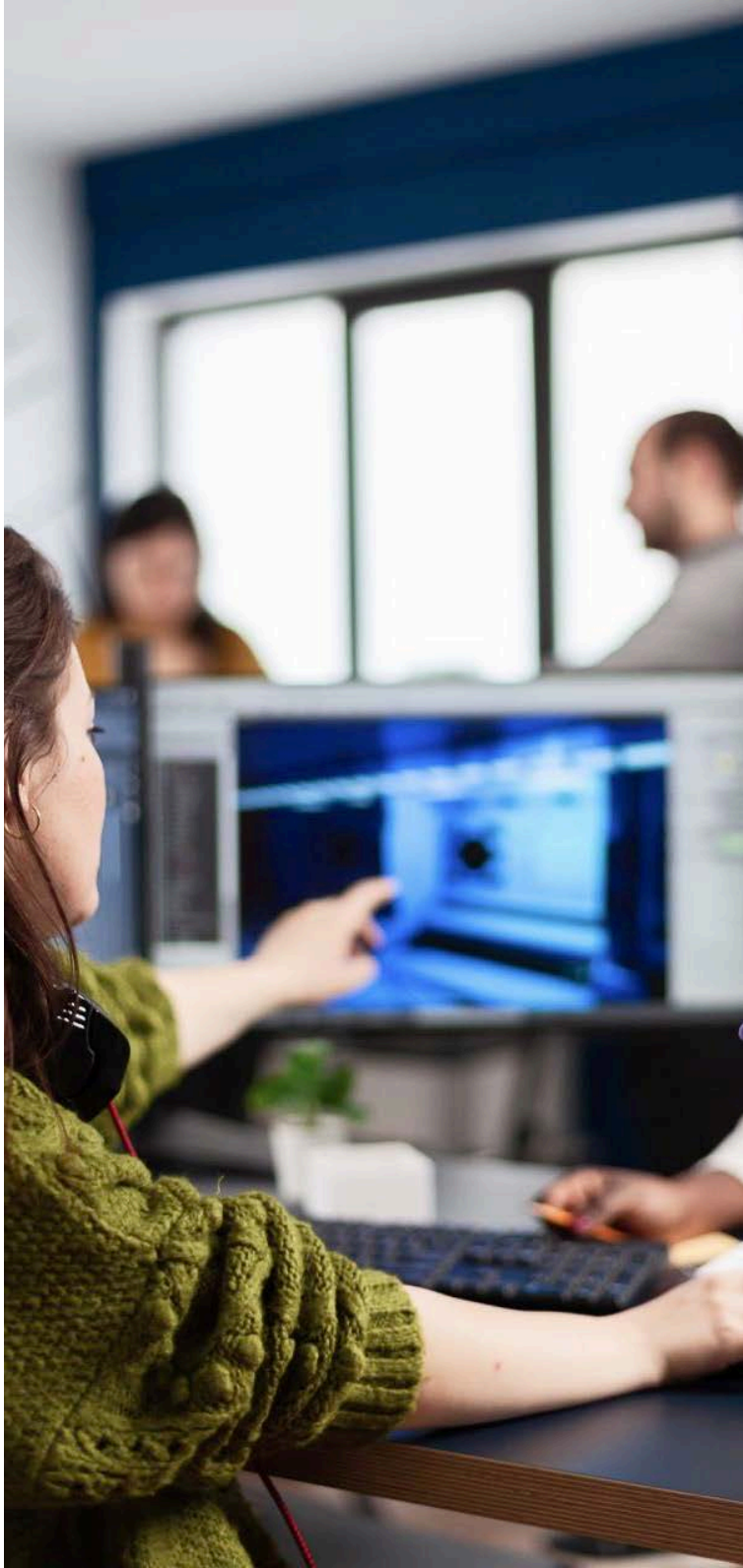
- The platform uses AI to analyze the data, identifying key patterns and trends related to adverse events.
- It also ensures that all relevant data points are included, providing a comprehensive overview of the drug's impact.

Customizable reporting:

- DeepSights™ generates the report in the format required by the regulatory body, ensuring compliance with all necessary guidelines.
- The report includes detailed analyses, charts, and graphs to clearly present the findings.

Real-time updates and notifications:

- The platform provides real-time updates and notifications, ensuring that any new adverse event data is immediately incorporated into the report.
- This feature is crucial for maintaining up-to-date compliance and demonstrating a proactive approach to regulatory requirements.



Benefits

- **Efficiency:** The AI-driven approach significantly reduces the time required to compile and format the report, allowing staff to focus on more strategic tasks.
- **Accuracy:** Automated data integration and analysis minimize the risk of human error, ensuring that the report is accurate and reliable.
- **Compliance:** By adhering to the specific formatting and content requirements of the regulatory body, DeepSights™ helps the company avoid potential fines and penalties.
- **Transparency and accountability:** The comprehensive and well-organized report demonstrates the company's commitment to transparency and regulatory compliance, strengthening its reputation with regulators and stakeholders.

Conclusion

> ***In summary, DeepSights™ not only enhances the efficiency and accuracy of regulatory reporting but also supports the company's broader goals of maintaining compliance and fostering trust with regulatory bodies.***

Integrating compliance and efficiency: The integration of highly configurable data export solutions within the right AI insights platform highlights its ability to support regulatory compliance, while enhancing operational efficiency.

By leveraging advanced AI capabilities, Pharma and Healthcare organizations can navigate the complexities of regulatory requirements seamlessly, responding to audit requests swiftly and accurately.

Addressing P&H pain points with an AI knowledge platform

- **Automate content uploads:** Eliminate the need for manual tagging and classification of content by seamlessly integrating diverse data sources.

  This automation streamlines the data management process, allowing for more efficient handling and organization of large volumes of information.

- **Instant data extraction:** Surface the most relevant data without sifting through extensive documents, enabling quick access to vital information.

  This capability accelerates decision-making processes by providing insights in real-time, ensuring that critical data is always at the users' fingertips.

- **On-demand summary reports:** Generate concise reports in minutes, freeing up experts for high-value analysis.

  Automated report generation ensures clear, evidence-supported responses, and enhancing the ability to make informed decisions based on comprehensive and timely insights.

- **Intuitive interactions:** Utilizes Natural language processing (NLP) to interact with the system via tools like Microsoft Teams and Google Chat.

  This ensures ease of use without extensive training, making advanced data management accessible to all team members, regardless of their technical expertise.

- **Maximize knowledge investment:** Leverage 100% of your knowledge assets every time, minimizing the risk of missing key data.

  This maximization of knowledge resources ensures that all available data is utilized effectively, driving better outcomes and more informed strategic decisions.

- **Trustworthy information:** Reduce the risk of AI hallucinations and human bias by ensuring information is accurate and sourced from trusted databases.

  This reliability in data integrity supports more accurate and dependable insights, fostering greater confidence in the decisions based on these insights.

Time-consuming content uploads

Challenge: Manually tagging and classifying content

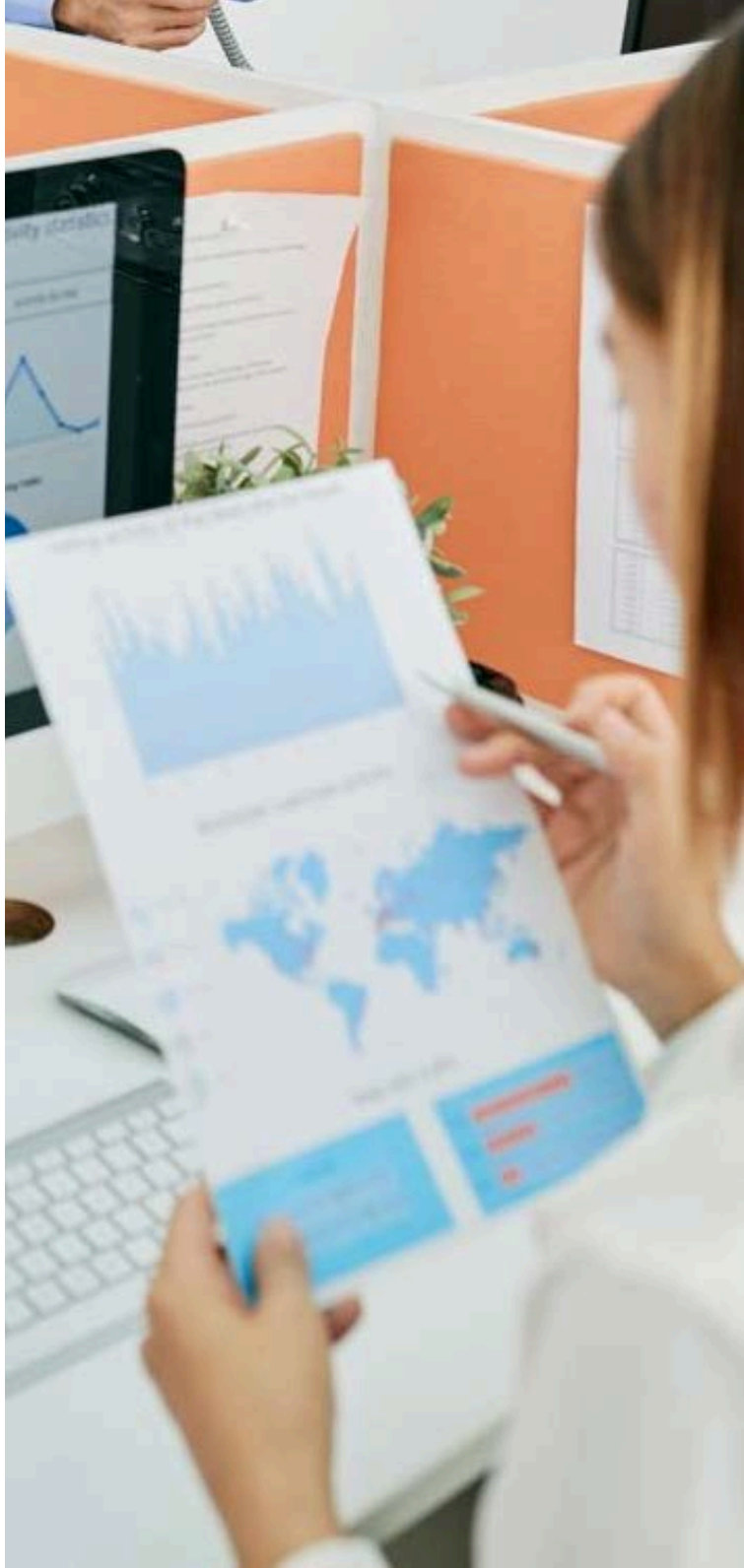
Manually tagging and classifying data is a labor-intensive process prone to human error. This task often requires significant resources as staff sift through large volumes of data from various sources, leading to inefficiencies and increased workloads.

Opportunity: Automate tagging and seamlessly integrate diverse data sources

Leveraging advanced AI algorithms, the process of tagging and classifying data can be automated, ensuring every piece of data is accurately categorized.

This automation enhances data accuracy and integrity, leading to more reliable and actionable insights. AI technology can also seamlessly integrate diverse data streams, including clinical trials, patient records, market research, and social media, into a unified system. This integration provides a comprehensive view of all relevant information, facilitating more holistic and informed decision-making.

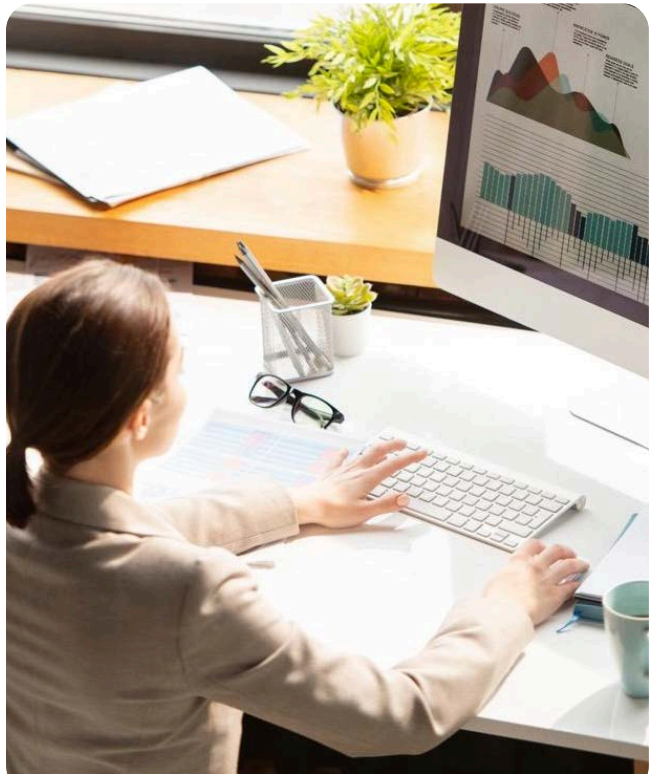
By streamlining data management, organizations can focus on analyzing data and deriving meaningful conclusions rather than spending excessive time on data organization and integration.



Efficient data extraction

Challenge: Time-consuming and slow data extraction

In the pharmaceutical and healthcare industries, professionals often face the daunting task of sifting through massive volumes of documents to find pertinent information. This process is time-consuming and inefficient, delaying critical decision-making and increasing the risk of missing valuable insights.



Opportunity: Surface the most relevant data without sifting through extensive documents

Advanced AI-driven semantic search capabilities can be utilized to instantly identify and extract the most relevant data. This technology understands the context and nuances of queries, providing precise and actionable insights without the need for exhaustive manual searches.

By leveraging AI, organizations can dramatically reduce the time spent on data retrieval, ensuring that critical information is readily available when needed.

Opportunity: Enable quick access to vital information

Timely access to information is crucial in the fast-paced world of Healthcare and Pharmaceuticals.

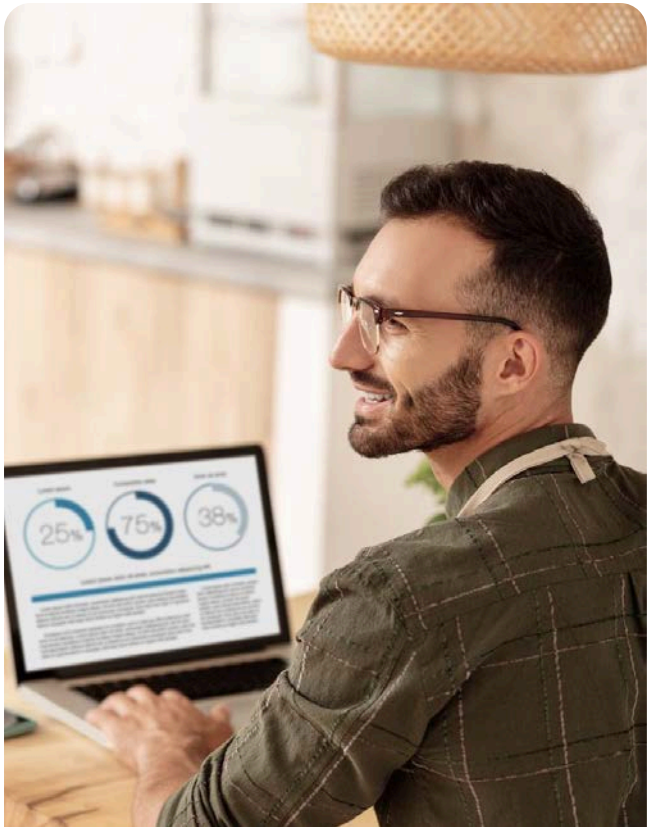
AI platforms ensure that vital data is always at the fingertips of decision-makers. Whether it's accessing recent clinical trial results, market trends, or regulatory updates, the platform provides quick and easy access to essential information. This empowers teams to make informed decisions rapidly, enhancing their ability to respond to emerging challenges and opportunities effectively.

By streamlining data extraction and access, the AI insights platform helps organizations maintain a competitive edge in a dynamic and highly regulated environment.

Automating time-consuming report generation

Challenge: Manual report generation is labor-Intensive

Creating detailed reports manually can be labor-intensive and time-consuming, diverting valuable time that experts could use for deeper analyses and strategic thinking. This process often leads to inefficiencies and delays in decision-making.



Opportunity: Generate concise reports in minutes

AI platforms can automate the report generation process, creating concise and comprehensive reports within minutes. This automation allows insights professionals to focus on high-value activities such as strategic analyses and interpretation, rather than getting bogged down in administrative tasks.

By streamlining report generation, organizations can significantly increase their operational efficiency — and ensure that their experts can concentrate on the most impactful areas of their work.

Opportunity: Provide clear, evidence-supported responses

Ensuring that all reports and insights are backed by solid evidence is crucial in pharma and healthcare industries. AI platforms synthesize information from trusted sources and present it in a clear, easy-to-understand format, enhancing the reliability and credibility of the insights provided.

This feature is particularly critical in these industries, where decision-making must be based on robust and verifiable data. Clear, AI-powered, evidence-supported responses help build trust and confidence among stakeholders, ensuring that strategic decisions are well-informed and grounded in accurate information.

By delivering high-quality reports swiftly, organizations can maintain a competitive edge and make informed decisions with confidence.

Overcoming barriers to technology adoption

Challenge: Complex interfaces and extensive training

Advanced systems often require users to learn complex interfaces and query languages, creating a barrier to adoption.

This complexity can lead to resistance from staff and require extensive training, delaying implementation and reducing efficiency.

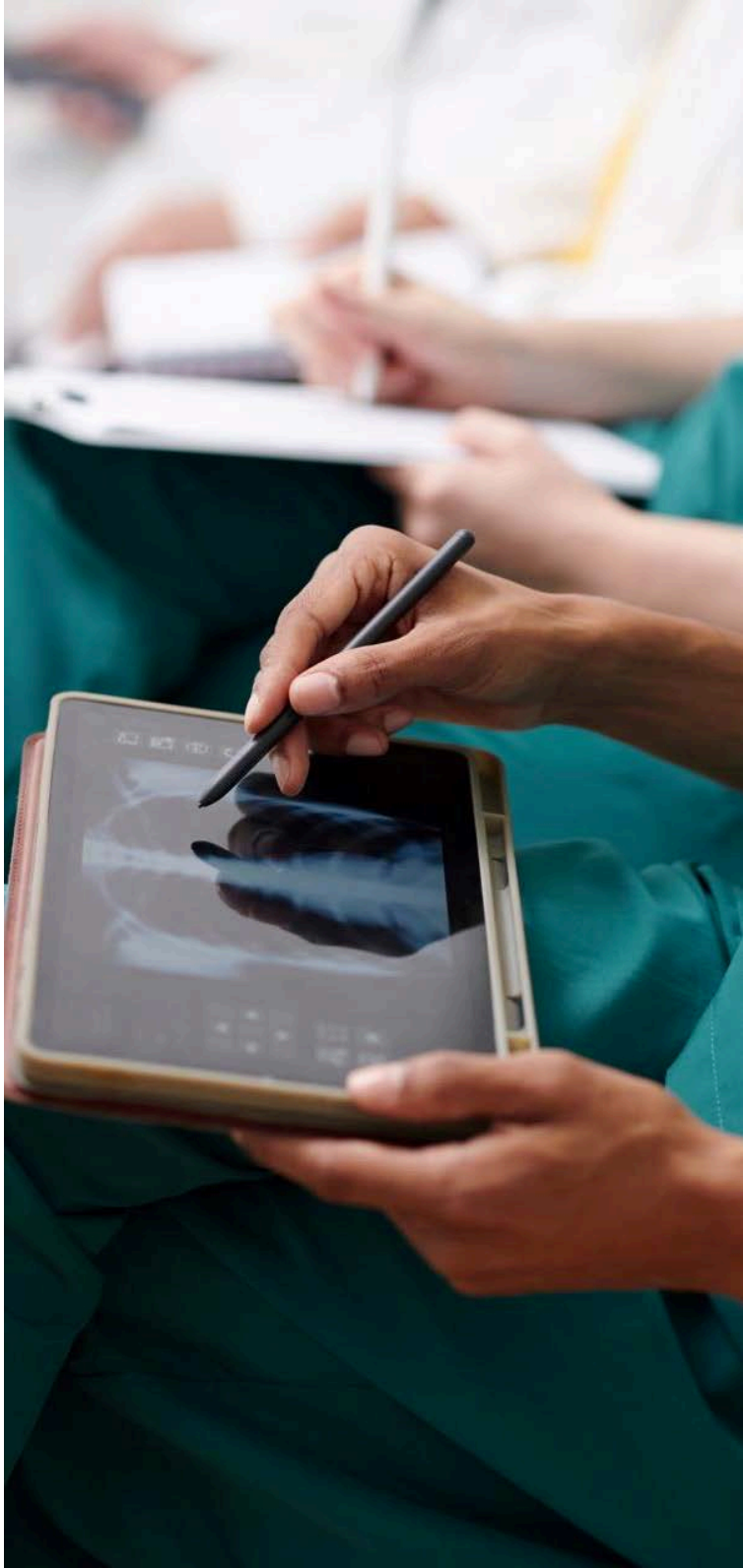
Opportunity: Ease of use without extensive training

AI-driven insights platforms are designed to be intuitive, requiring minimal training. Natural language processing (NLP) interfaces and seamless integration with familiar tools ensure quick user proficiency, accelerating the time to value and allowing organizations to swiftly implement the technology and reap benefits without delays.

Opportunity: Intuitive interactions through natural language processing

AI-driven insights platforms use NLP for intuitive interactions. Professionals can ask questions in plain language and receive accurate, relevant answers. This user-friendly interface integrates with tools like Microsoft Teams and Google Chat, allowing teams to access insights within their workflows.

By eliminating complex query syntax, these platforms democratize data access and enhance collaboration, ensuring valuable information is readily available.



Maximize knowledge investment

Challenge: Underutilization of knowledge assets

Pharmaceutical and healthcare organizations often invest heavily in creating and maintaining extensive knowledge repositories. However, due to inefficient data management and retrieval processes, a significant portion of this valuable data remains underutilized.

Human error or oversight can lead to critical information being overlooked, which can have serious implications. Comprehensive use of knowledge is essential for driving innovation and maintaining a competitive edge.

Opportunity: Leveraging AI for complete data utilization

AI insights platforms can ensure full utilization of knowledge assets by scanning and analyzing all available data to generate relevant insights. This comprehensive data use maximizes the return on investment in knowledge assets, ensuring no valuable information is wasted and all insights are drawn from the organization's entire knowledge base.

Opportunity: Minimizing the risk of missing key data

AI platforms mitigate the risk of missing critical data through comprehensive data scanning and analysis techniques. This ensures no relevant information is overlooked and that all insights are based on a complete and accurate data set.

Reducing the likelihood of oversight increases the confidence in the thoroughness and reliability of insights, leading to better-informed decision-making.

Get only trustworthy information

Challenge: AI hallucinations and human bias

AI hallucinations, where AI generates incorrect or misleading information, pose significant risks in the pharmaceutical and healthcare industries.

Ensuring the accuracy and reliability of insights is crucial for maintaining trust and making informed decisions. Human biases in data interpretation can also skew results, complicating the decision-making process.

Opportunity: Validating information from trusted sources

An AI insights solution like DeepSights™ addresses these challenges by drawing from trusted, verified sources. Robust validation mechanisms ensure the accuracy and relevance of insights, reducing the potential for AI-generated errors.

This reliance on AI to filter and validate data significantly reduces the risk of incorporating erroneous or biased information into analyses.

Opportunity: Maintaining information accuracy

Trust is essential in the pharmaceutical and healthcare industries. A platform like DeepSights™ ensures information is accurate and sourced from reputable databases.

Continuously reviewing and updating its data sources, the AI insights solution helps to maintain high standards of reliability and credibility, vital for regulatory compliance and robust decision-making processes.

Adapting to regulatory needs

Challenge: Ensuring comprehensive regulatory compliance

Regulatory compliance is essential in the pharmaceutical and healthcare industries. Organizations must adhere to stringent regulations governing every aspect of their operations, from clinical trials to post-market surveillance.

Non-compliance can result in penalties, product recalls, and reputational damage.

Opportunity: Automating approval workflows

Managing approval workflows is time-consuming. AI tools can streamline these processes by automating the approval steps, ensuring timely and complete compliance.

This reduces administrative burdens and the risk of overlooked steps, thereby minimizing non-compliance.

Opportunity: Generating regulatory reports automatically

Pharmacovigilance audits require detailed reports on adverse drug reactions, clinical trial data, and other critical information.

AI-driven platforms can automate report generation, saving time and ensuring accuracy. This allows resources to focus on other important activities.

Opportunity: Real-time monitoring and alerts

AI platforms offer real-time monitoring of compliance activities, providing alerts when actions are needed or potential issues are detected.

This proactive approach helps address compliance issues promptly, ensuring organizations remain in good standing with regulatory bodies.

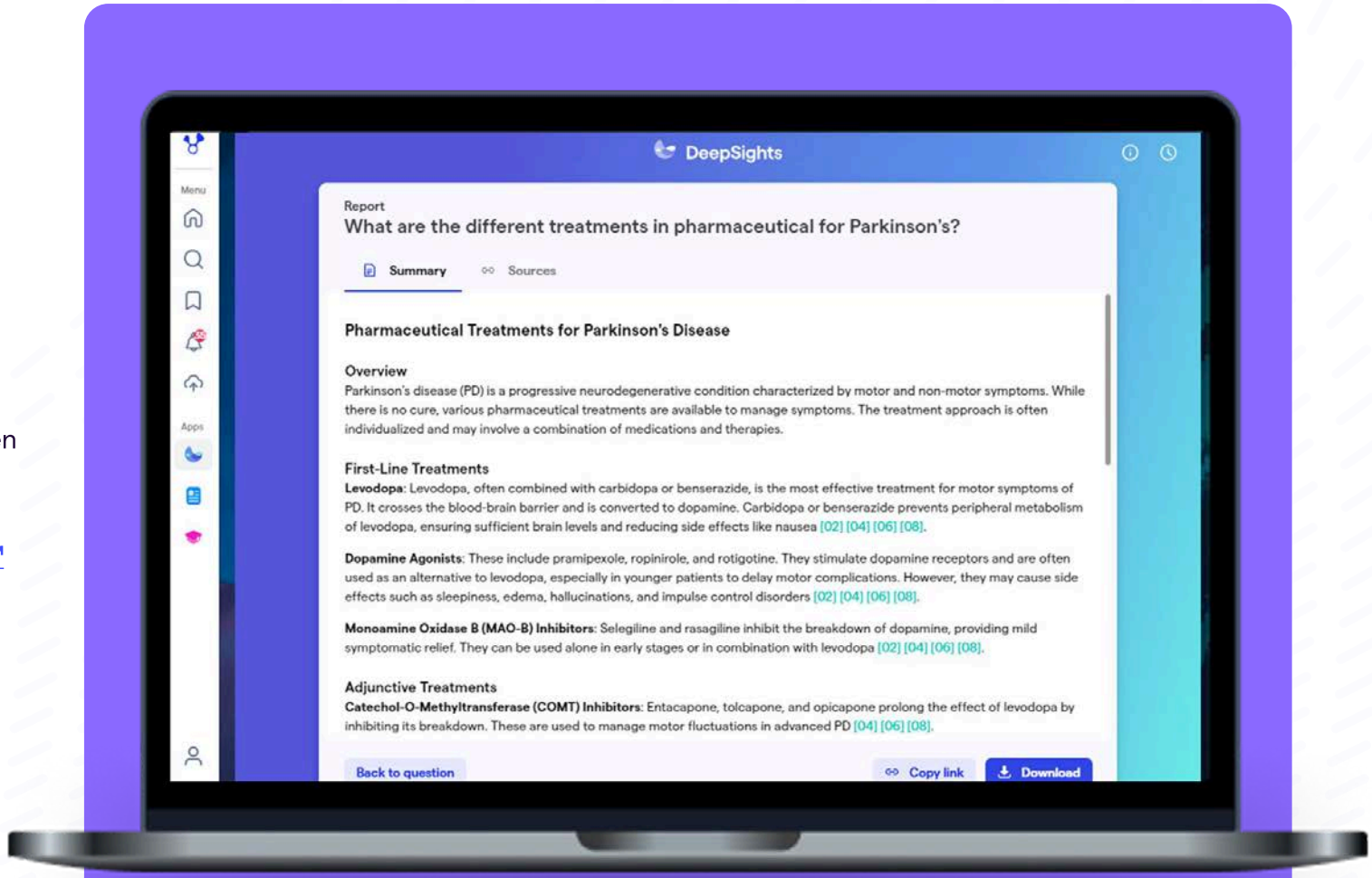
Enhancing decision-making with DeepSights™, the first AI assistant for trusted market insights

Making informed decisions quickly

In the fast-paced pharmaceutical and healthcare industries, knowledge-based decision-making is crucial for staying competitive.

Leveraging AI-driven insights enables enterprises to quickly analyze large datasets, uncovering patterns and trends not easily seen through manual analysis.

An award-winning solution like DeepSights™ helps to deliver actionable insights, supporting decision-making across all organizational levels.



Integrating market intelligence with internal data

Effective decision-making requires a comprehensive view of both internal and external factors. DeepSights™ integrates market intelligence with internal data, offering a holistic perspective on market conditions and organizational performance. **This integration helps organizations understand the impact of external trends on their operations and adjust their strategies accordingly.**

Providing a holistic view of market conditions

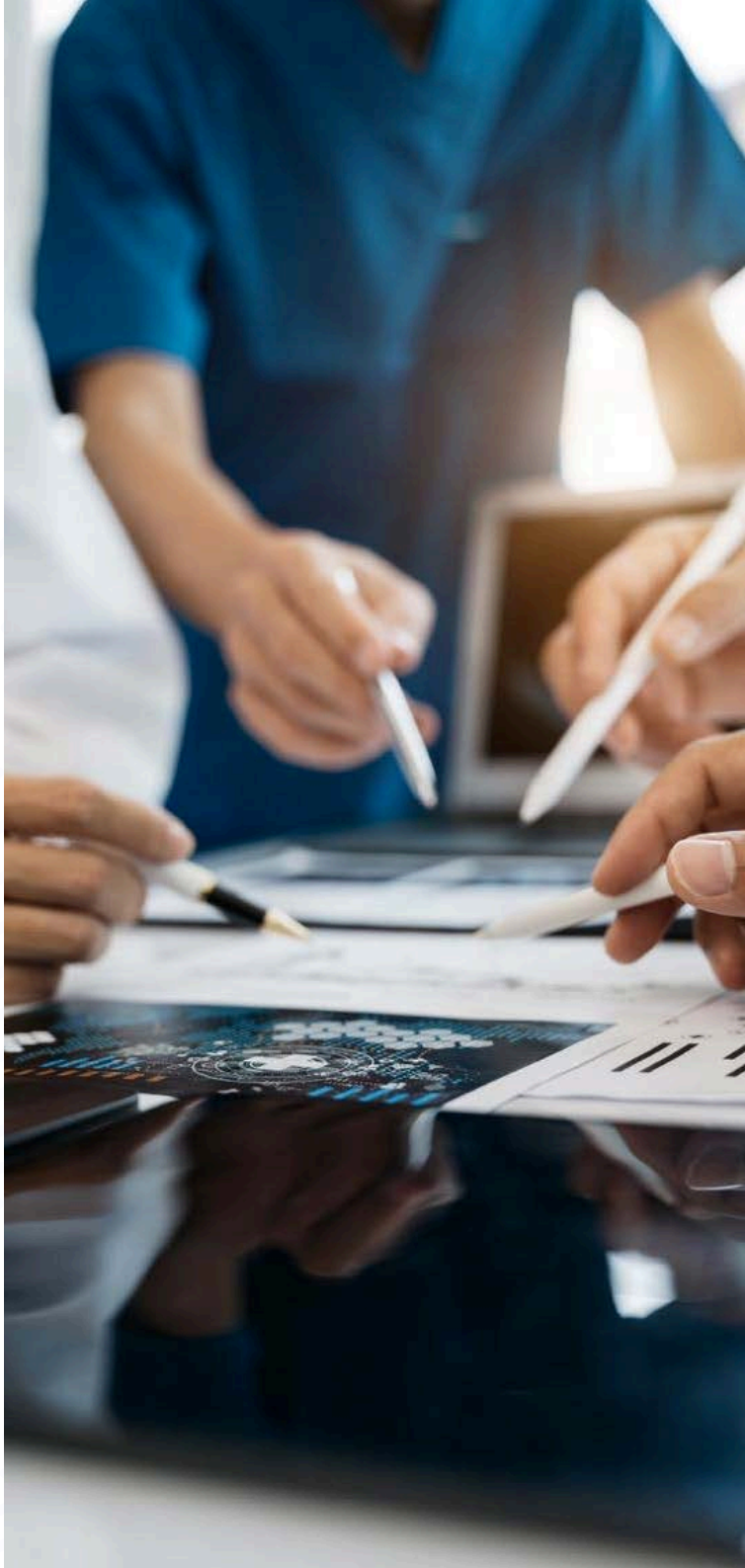
By combining internal data with market intelligence, DeepSights™ provides a thorough view of the landscape. This helps organizations stay ahead of trends, anticipate changes, and respond effectively.

Monitoring market conditions allows companies to identify emerging opportunities and adapt their strategies to capitalize on these insights.

Predictive analytics for strategic planning

DeepSights™ not only provides historical data but also uses predictive analytics to forecast future trends.

This capability supports scenario planning and hypothesis building, allowing organizations to prepare for various potential futures. By understanding likely scenarios, organizations can develop flexible strategies that adapt to changing market conditions.



Enhancing collaboration and communication

In the pharmaceutical and healthcare sectors, decision-making involves multiple stakeholders such as researchers, clinicians, regulatory experts, and business leaders.

DeepSights™ enhances collaboration by providing a centralized platform where stakeholders can access shared information, insights, and strategies. This unified approach ensures coordinated and effective decision-making.

Driving efficiency and innovation

By automating routine tasks and providing rapid data access, DeepSights™ frees up time for researchers and business leaders to focus on high-value activities. This efficiency fosters innovation as teams can concentrate on developing new products, improving processes, and exploring business opportunities.

The platform's real-time insights enable P&H organizations to quickly respond to new information, maintaining agility in a dynamic market.

Answers in seconds, tried-and-tested

Philips tested DeepSights™ against ChatGPT and Bing, and found that DeepSights™ had:

57% higher level of answer reliability

30% higher answer hit rate than Philips' internal platform's search function

An estimated 7.5 hours of research saved per person over the course of 27 questions

16.8 minutes of research time saved per question compared to Philips' internal search function

Transforming pain points into strategic advantages

DeepSights™ excels in addressing key pain points for pharmaceutical and healthcare organizations. It streamlines operations through automation and intelligent data management, tackling challenges from pharmacovigilance to managing international costs and funding.

By automating content uploads, standardizing research management, and enabling data exports for audits, DeepSights™ turns operational challenges into strategic advantages.

Empowering informed decision-making

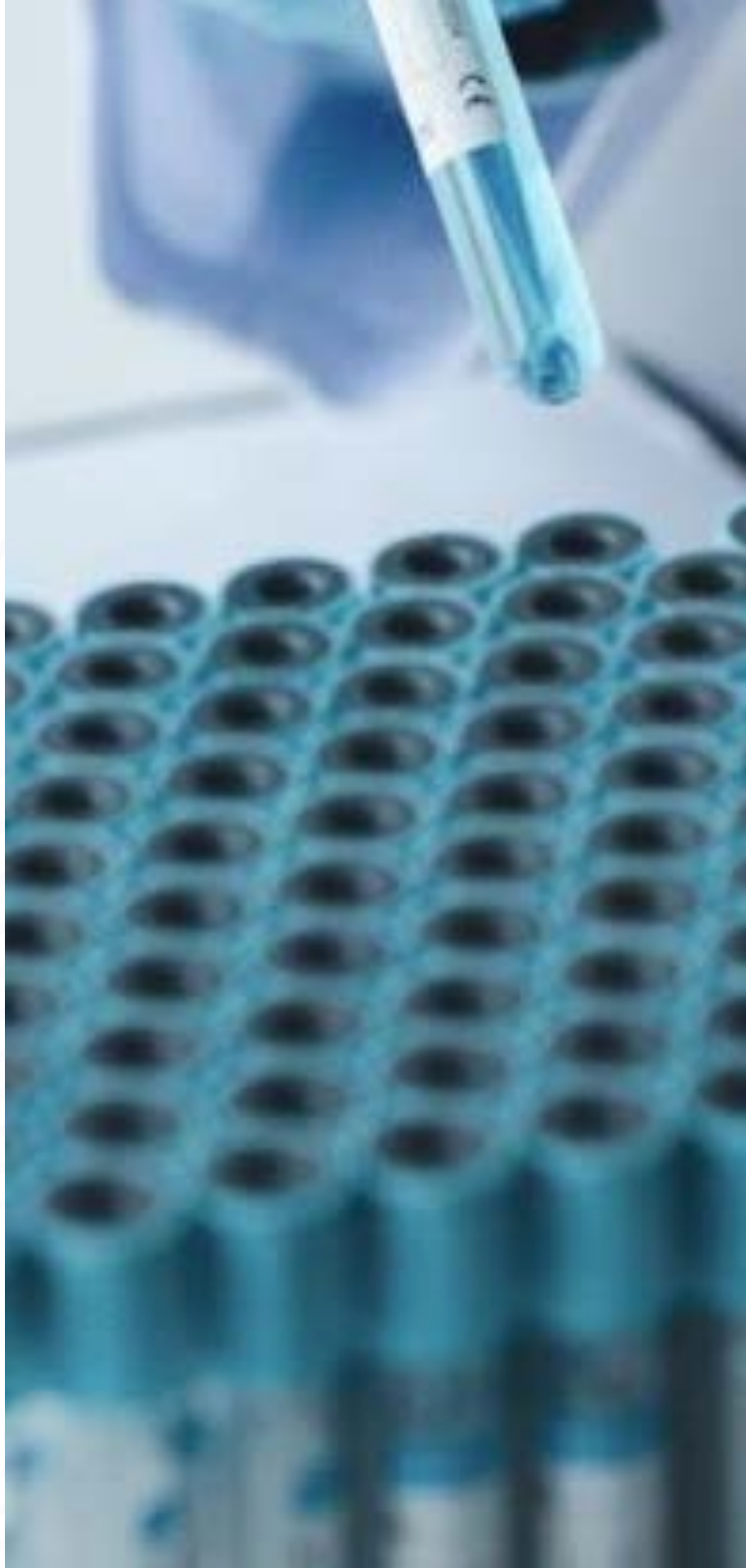
In an industry where timely and accurate information is critical, DeepSights™ integrates AI-driven insights with robust data management. This offers a comprehensive view of market conditions, enabling quick, informed decisions.

By combining internal data with market intelligence, DeepSights™ helps P&H organizations stay ahead of trends and respond effectively to changes, while maintaining a competitive edge.

Streamlining compliance and research processes

DeepSights™ automates approval workflows and ensures all research processes meet industry standards.

This automation reduces the time and effort needed for pharmacovigilance audits and regulatory reporting, allowing organizations to focus on innovation and patient care.



Summary and conclusion

For pharma and healthcare organizations, the adoption of AI-powered insights is no longer a luxury but a necessity — given the industry's stringent regulatory requirements, complex research processes, and the urgent need for precise, timely data. This industry shift demands innovative solutions that can streamline operations, ensure compliance, and drive informed decision-making.

Companies that fail to integrate AI into their market insights research and management processes risk falling behind competitors.

The current landscape requires that P&H organizations not only keep pace with technological advancements but also leverage these tools to improve patient outcomes and operational efficiency.

The benefits of adopting AI for insights in P&H

- **Address key industry challenges**
- **Automate workflows and ensure compliance**
- **Improve decision-making**
- **Ensure continuous improvement and adaptation**
- **Partner for success**
- **Boost profitability**

An AI knowledge management solution tool specifically built for market insights can help Pharma organizations address key pain points and streamline compliance and research processes. It empowers organizations to leverage their data and knowledge more effectively, to drive business value.

Now is the time for P&H companies to embrace AI, enhance their operations — and guarantee they remain ahead of the competition.

Take 15 minutes to see DeepSights™ in action — book a personalized demo with our team.

Discover how the award-winning AI solution DeepSights™ can transform your insights management process. Visit deepsights.ai

About Market Logic

Market Logic is a market leading SaaS provider of insights management solutions. Our award-winning AI-enabled insights management platform DeepSights™ allows insights teams to equip business decision-makers with trusted insights at scale and speed. Since 2006, we've helped hundreds of consumer-focused brands across the globe to transform into insights-driven businesses. Market leaders such as Unilever, Vodafone, and Tesco are driving innovation and making smarter market moves with the support of Market Logic.

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