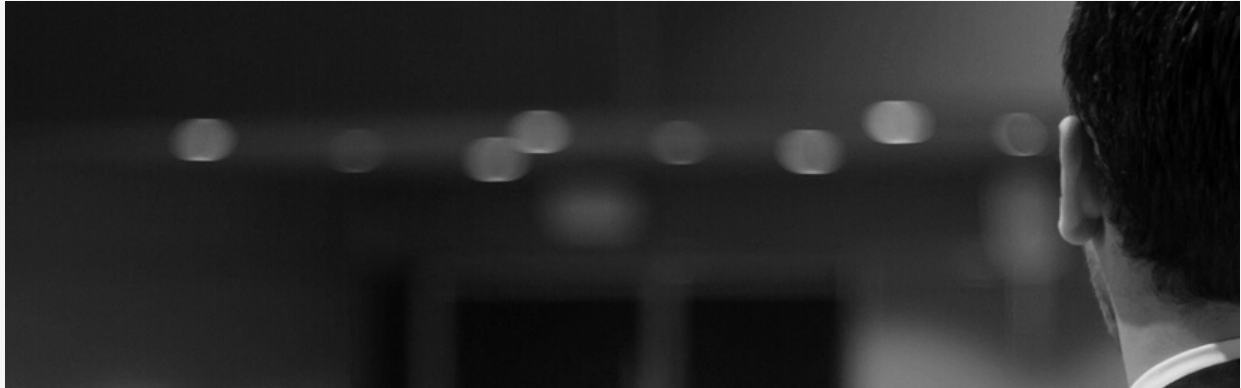


# National Pharmaceutical Congress Webinar

Advance Briefing

September 27, 2023, 11:00 A.M. - 12:00 P.M. ET



## NATIONAL PHARMACEUTICAL CONGRESS WEBINAR **PHARMA ADAPTS TO AI:** WHAT'S HERE? WHAT'S NEXT? FROM THE PERSPECTIVE OF PHARMA INSIDERS

SEPTEMBER 27, 2023  
11:00 A.M. -12:00 P.M. ET

This report has been prepared for the exclusive use of registrants to the 2023 End-of-Summer NPC Webinar.

It provides advance and contextual reading





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**MM** inside

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## Pharma adapts to AI: What's here? What's next? From the perspective of pharma insiders

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Discussion about the impact of rapidly advancing technology, particularly artificial intelligence (AI), exists across all job markets and industries, and the pharmaceutical and clinical research sectors are no exception. An article published in *Fortune* addresses a recent Gallup survey that polled 1,000 U.S. workers. This survey reveals that nearly one-quarter of those polled (22%) are worried that their jobs may soon be rendered obsolete because of rapidly developing technologies, such as AI. Gallup has labelled the trepidation FOBO, or “fear of becoming obsolete”— a play on FOMO, or fear of missing out.

The CEO of French pharmaceutical giant Sanofi, Paul Hudson, emphasizes the importance of adopting AI in staying competitive in today's business landscape. “There are going to be companies that [don't adopt AI, and] really try to hold everybody back,” he tells *Fortune*. “I think they won't be able to compete.” He revealed that a large portion of Sanofi uses AI every day. However, the article also notes that AI is more likely to replace straightforward and repetitive tasks rather than creative and complex ones. For instance, AI can be valuable in marketing by analyzing data, identifying patterns, and optimizing strategies, but it may not replicate the creativity required for certain tasks. “They're right to be calm, unless they work in the most straightforward, uncreative jobs, which will “dwindle hugely,” Joseph Fuller, a management professor at Harvard Business School told *Fortune*. “I wouldn't want to be someone who does the reading or summarization of business books to send out 20-page summaries.”



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*“AI is very good at taking its data and analysing it within its assigned parameters. AI is not good at working outside its lane.”*

An article from *pharmaphorum* reports that the U.S. Bureau of Labor Statistics projects not only continued growth in marketing jobs, but growth faster than average, stating that human inventiveness and creativity remain essential for progress. The article suggests AI can enhance human creativity rather than replace it, making it a practical and adaptable tool in the digital pharma marketing landscape. As *pharmaphorum* reports, “AI is very good at taking its data and analysing it within its assigned parameters. AI is not good at working outside its lane. AI does not realise there are other lanes in which to work,” says Faruk Capan, founder and CEO of Intouch Group.

**Read:** [Will AI make pharma marketers obsolete?](#) *pharmaphorum*

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## *Does AI/ML make CROs obsolete?*

In the clinical research sector, an article published in *Pharmaceutical Technology* discusses the impact of AI and ML (machine learning)

on the Contract Research Organization (CRO) industry. AI has streamlined various tasks, reducing the need for redundant labour-based roles and allowing for faster, more accurate, and cost-effective processes. Scott Clark, chief commercial officer at Taimei Technology, questions the relevance of the traditional outsourced model in the CRO industry, given the advancements in AI and automation. AI has significantly lowered the barriers to entry for biotech companies, enabling them to develop and launch therapies more efficiently and affordably than ever before.

**Read:** [Does AI/ML make CROs obsolete? It depends...](#)  
*Pharmaceutical Technology*

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*“I don't think it's [AI] a threat. I think it's a benefit.”*

An article in *Business Today* mentions a prediction by founder and CEO of *SingularityNET* Ben Goertzel, an AI researcher, cognitive scientist, and mathematician, that AI could potentially replace up to 80% of human jobs in the future. Goertzel views this as an opportunity for people to focus on more meaningful pursuits beyond work and suggests that many jobs involving paperwork could be automated.

17TH ANNUAL

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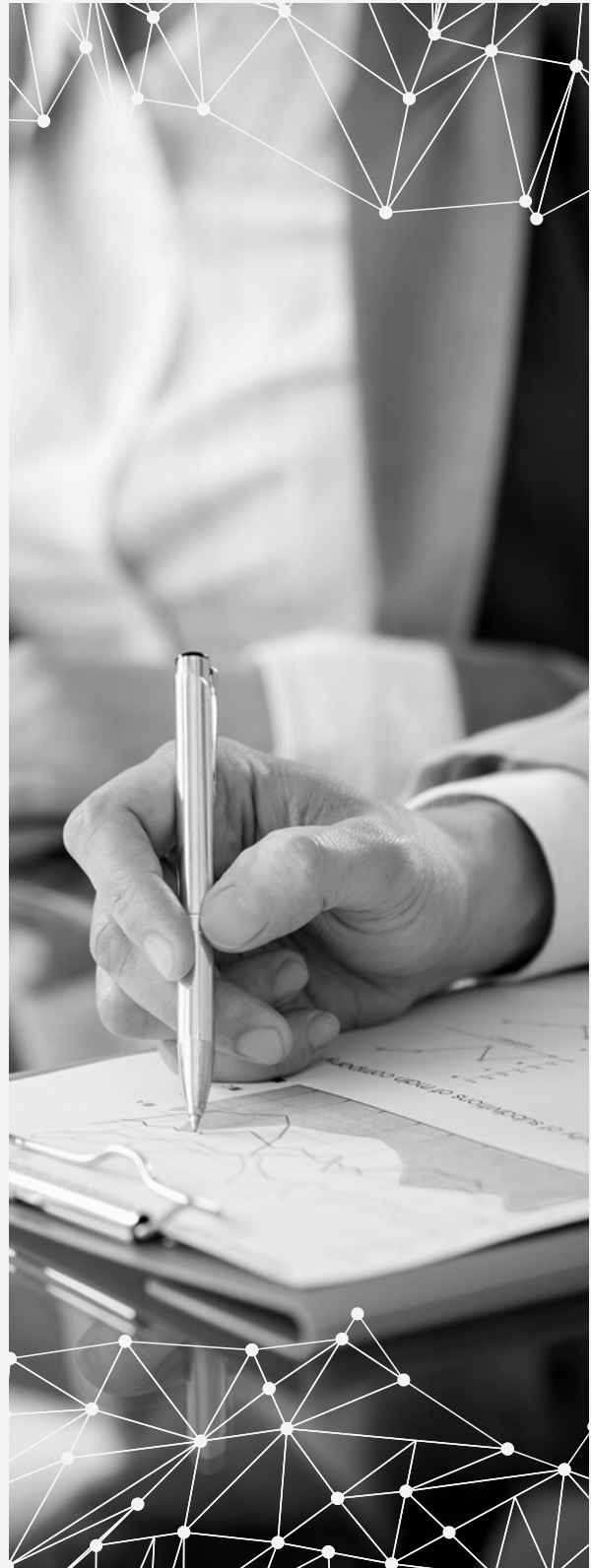
"I don't think it's a threat. I think it's a benefit. People can find better things to do with their life than work for a living... Pretty much every job involving paperwork should be automatable," he said. Despite concerns about job displacement, Goertzel's vision for Artificial General Intelligence (AGI) is optimistic, believing that AGI could help address global challenges such as poverty, climate change, and disease.

While the fear of job obsolescence among workers is on the rise, the risk might not be as great as some fear. AI may work to enhance creativity rather than replace it, bringing a transformative effect on traditional business models. "Thinking of AI only in grandiose, sci-fi ways does it a disservice. It's a practical, adaptable part of digital pharma marketing. Pharma marketers of today - and tomorrow - will be successful if they are adept at harnessing human ingenuity, both with their own creative powers, and with the power of technology. Pharma marketers have never been button pushers; we've been boundary pushers," says Capan. However questions linger about the future of work in an increasingly AI-driven world.

**Read:** ['AI could probably make 80% of jobs obsolete': AI guru Ben Goertzel's revelation](#)  
*Business Today*

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*Any questions? Ask the panelists during NPC*



# 2023 NPC Webinar Faculty



**PETER BRENDERS**

GENERAL MANAGER, BEIGENE CANADA



**FANNY SIE**

HEAD OF AI AND EMERGING TECHNOLOGY EXTERNAL  
COLLABORATION, ROCHE GLOBAL INFORMATICS



**LEANDRA WELLS**

VP GENERAL MEDICINE, GSK

## Moderators



**BEN PARRY**

Director, The  
Pangaea Group



**MITCH SHANNON**

CEO and Publisher,  
Chronicle Companies

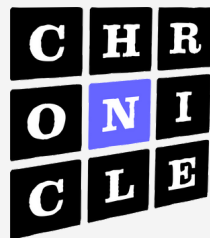


# Wednesday, September 27

*\*All times noted are in EDT*

11:00	WELCOME	BEN PARRY & MITCH SHANNON
11:10	PANELIST INTRODUCTION	PETER BRENDERS, FANNY SIE & LEANDRA WELLS
11:25	PANEL DISCUSSION ONE: WHAT IS AI, REALLY?	
11:35	PANEL DISCUSSION TWO: WHAT'S IN IT FOR ME?	
11:45	PANEL DISCUSSION THREE: HOW DO I MAKE AI WORK FOR ME?	
11:55	CONCLUSION	BEN PARRY & MITCH SHANNON

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**Jennifer Kraemer**  
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**Ghislain Gauthier**  
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**Joseph Knott**  
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**Kristen Knott**  
Director



**Suzanne Solman**  
Director



**Marc Lafoley, MSc**  
Director



**Ben Parry**  
Managing Director



**Kyra Trainor**  
Director



**Michael Lamey**  
Trade Relations Manager



**Tom Callon**  
Trade Relations Manager

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