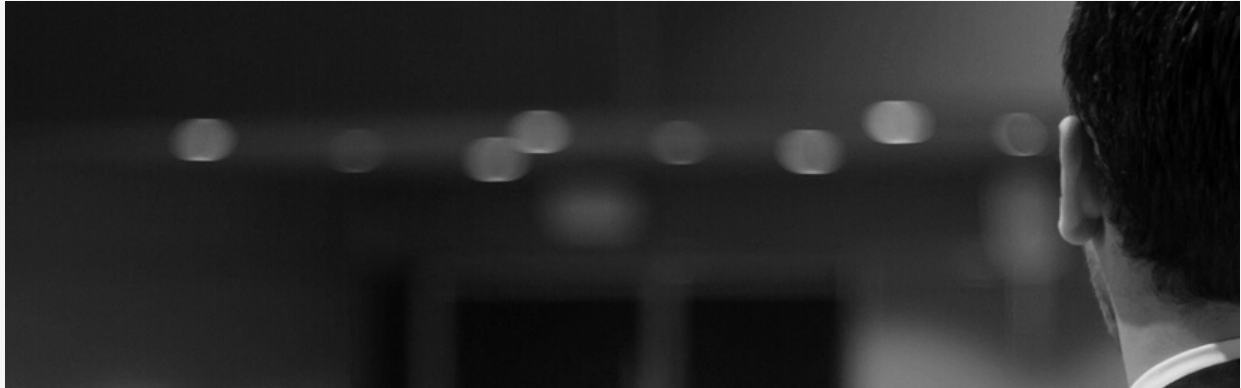


National Pharmaceutical Congress Webinar

Executive Summary

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



EXECUTIVE SUMMARY

**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 a summary of the meeting highlights.





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

The 2023 National Pharmaceutical Congress End-of-Summer Webinar explored the developing relationship between Artificial Intelligence (AI) and the Pharmaceutical industry.

This report provides a summary of the presentations and discussions. It has been prepared for the exclusive use of registrants to the 2023 NPC End-of-Summer Webinar.

The 2023 NPC End of Summer Webinar panellists were **Peter Brenders**, General Manager at Beigene Canada; **Fanny Sie**, Head of AI and Emerging Technology External Collaboration at Roche Global Informatics; and **Leandra Wells**, VP of General Medicine at GSK. The panel discussion centred around the transformative potential of artificial intelligence (AI) and its impact on industries such as pharmaceuticals and healthcare.



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Defining Artificial Intelligence

“When I think about artificial intelligence, I just think about the simulation of human intelligence in that [it] looks at things like problem solving and perception, cognition. And what that ultimately allows us to do is to just make more informed decisions, whether you're a patient, whether you're a clinician, policymakers, [or] somebody making a massive corporate decision,” said Fanny Sie during the 2023 National Pharmaceutical Congress End-of-Summer Webinar. Sie is the Head of AI and Emerging Technology External Collaboration at Roche Global Informatics.

While the literature on AI can sometimes become complex and cerebral, when asked about the definition of artificial intelligence, Sie offered a straightforward perspective. AI, in essence, simulates human intelligence and empowers individuals to make more informed decisions. Sie said ultimately, “AI is just one of the tools of the digital landscape to help us realise the value of health data.”

The panellists concurred that AI should be viewed as a tool rather than an entity capable of replacing human roles entirely. Leandra Wells, VP of General Medicine at GSK, underlined that AI is poised to enhance efficiency, drive better insights, and enable more effective decision-making.

“It's a tool. I've been around long enough to see new tools come in that people are all scared of and “oh, it's going to change everything.” ... it does make things better, depending on how we use the tool,” said Peter Brenders, General Manager at Beigene Canada.



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The Adoption of AI

"[AI] is a better way to help your patients ... So why aren't we [pharma] the early adopters? You would think we would be at the front edge of this one ... So I would say ... if you're not adopting it, you're at risk of obsolescence," said Brenderers.

As the conversation continued, the panellists pondered the rapid proliferation of AI and its newfound popularity. Sie recalled how AI, once a niche topic, has now become a ubiquitous part of everyday discussions. "I remember it was last Christmas, sitting at dinner, everybody who was three years old to 90 was talking about [AI]. And I'm like, how is this happening?" The panellists attributed this transformation to the democratisation of AI, as open-source tools and user-friendly interfaces have made AI more accessible to a broader audience. "It was a brilliant business model to be able to provide open source tools with a friendly user interface that everybody had the ability to bring forward a new use case," said Sie.

Sie discussed the importance of identifying impactful use cases for AI and the challenges associated with scaling these uses. While AI presents numerous opportunities, the challenge is determining which use cases will yield the most significant impact and successfully implementing them across organisations. Achieving this requires substantial changes to data infrastructure, best practices, regulatory compliance, and reimbursement processes.

"I think the big question still is—and that's partially how the system gets involved—is how do you identify the use cases that breed the most important impacts and then scale them? Because we're not good at scaling, we're really good at experimenting – [there is] fragmentation all over the world. But if we decide on the one or two things that we want to bring forward, every organisation needs to go through a massive overhaul in terms of their data infrastructure, implementation practices, best practices in a system implementation," said Sie.

"If leadership isn't on board, it's going to be an uphill battle because it is a change in mindset. It's a change in infrastructure to this point," said Wells. "It's not like it's just one piece that you can plug in to your day to day and go. Leadership has to be bought in. And not only that, it's also like leadership from global needs to be prepared to invest in the resources because it can be an infrastructure shift."

"[AI] is a better way to help your patients ... So why aren't we [pharma] the early adopters? You would think we would be at the front edge of this one ... So I would say ... if you're not adopting it, you're at risk of obsolescence."

–Peter Brenderers

The Fear of Obsolescence and Up-skilling

The panel talked about professionals who are concerned about becoming obsolete in an AI-driven world. Wells encouraged individuals to embrace AI and develop skills to incorporate technology into their daily work. While AI may automate routine tasks, it doesn't replace human roles entirely. Instead, it augments human capabilities, making processes more efficient and allowing professionals to focus on higher-value tasks, she said.

"Is it going to replace certain functions? Maybe if it's [the] kind of functions that are manually pulling information together or manually doing certain things ... but you're still often, maybe not always, but often going to need a human at the end of it to validate your point," Wells said. "[AI] is not always right. It doesn't always have that very customised, market specific mindset or perspective. So it might make us way more efficient."

The panellists emphasised the importance of continuous learning and being open to embracing new technologies. They underscored the need for up-skilling and mentioned that companies should update competencies to include tech-savviness and analytical abilities. The panellists all agreed that embracing AI is essential to staying competitive in a rapidly evolving landscape.

"I think AI brings a new way to look at that type of continuous learning, because the pace of technological advancement is so rapid that our existing training programs, I don't think can keep up with that pace," said Sie. She suggested the construction of new educational programs to lower the barriers of new learning for staff. "It could be ... taking a course at one of the universities. It could be, you know, on the job training or a mentorship like it has to be a little bit more, in my mind, a different iteration than the way that we trained today," said Sie.

"You have to be able to embrace these technologies ... If you're not open to how to embrace this new tech, it's going to be a barrier to you," said Wells.



2023 NPC Webinar Faculty



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