‘Pharmatizing’ AI in Life Sciences

September 28, 2023

Scott Snyder

Chief Digital Officer

EVERSANA®

Shakthi Kumar

Worldwide Head, Healthcare and Life Sciences Industry Specialists

aws

© 2023 EVERSANA. All Rights Reserved. CONFIDENTIAL.

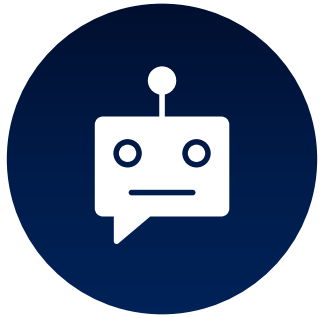
Agenda

- Three Things to Know About AI
- ‘Pharmatizing’ AI Impact
- Turning a Vision into Reality
- Advice

© 2023 EVERSANA. All Rights Reserved. CONFIDENTIAL.

Three Key Things to Know About AI

AI Is Not New, But GenAI Has Accelerated AI



GenAI Has Moved To The Foreground

ChatGPT is the fastest growing app in history and has enabled non-techies to play with AI directly to solve both everyday and creative tasks.

AI Is Changing How We Operate

AI has the potential to reduce time/resources by 50-80% for activities like software coding, QA, content creation, info search, and customer service.

AI Is About Humans

Issues with reliability and hallucinations make “human-in-the-loop” essential, along with using AI as the ultimate “sidekick” for employees.

© 2023 EVERSANA. All Rights Reserved. CONFIDENTIAL.

The Interest and Expectations are Rising Fast...

© 2023 EVERSANA. All Rights Reserved. CONFIDENTIAL.

But Not Without Risks...

© 2023 EVERSANA. All Rights Reserved. CONFIDENTIAL.

EVERSANA & Amazon Web Services to “Pharmatize” Artificial Intelligence Across the Life Sciences Industry

Together the organizations aim to transform pharmaceutical operations and accelerate patient impact

© 2023 EVERSANA. All Rights Reserved. CONFIDENTIAL.

Generative AI Use Cases for Life Sciences Commercialization

	Pre-Launch	Launch	Post-Launch
Commercial Excellence	• Automated Content Generation, Review and Dissemination • Synthetic Data for HCP and Patient Targeting	• Field Conversational Assistants with Sales Insights and HCP Intelligence • Omnichannel Next Best Action and Personalization	• Patient Support Assist • Enrolment, Benefits and PA verification • Patient Self-service/Chatbot
Market Access	• Pricing and Reimbursement Modelling • Market and Competitor Insights	• Marketing Mix Suggestions and Optimization • Patient Journey Analysis/Insights	• Automated Assistance on Immediate Labelling Changes
Regulatory	• Messaging, Sales Aid and Concept Regulatory Verification	• Dossier Submission Summary by Region	• Med Literature Review/Monitoring
Medical Affairs	• Target Product Profile Summary and Optimization	• Personalized Learning and Development Platform for HCPs and Sales Reps	• Synthetic Data Generation for RWE Observational Studies Support

© 2023 EVERSANA. All Rights Reserved. CONFIDENTIAL.

What ‘Pharmatizing’ AI Means & How To Prepare

Unlocking the full potential of AI Innovation while effectively managing risk for life science companies and their patients

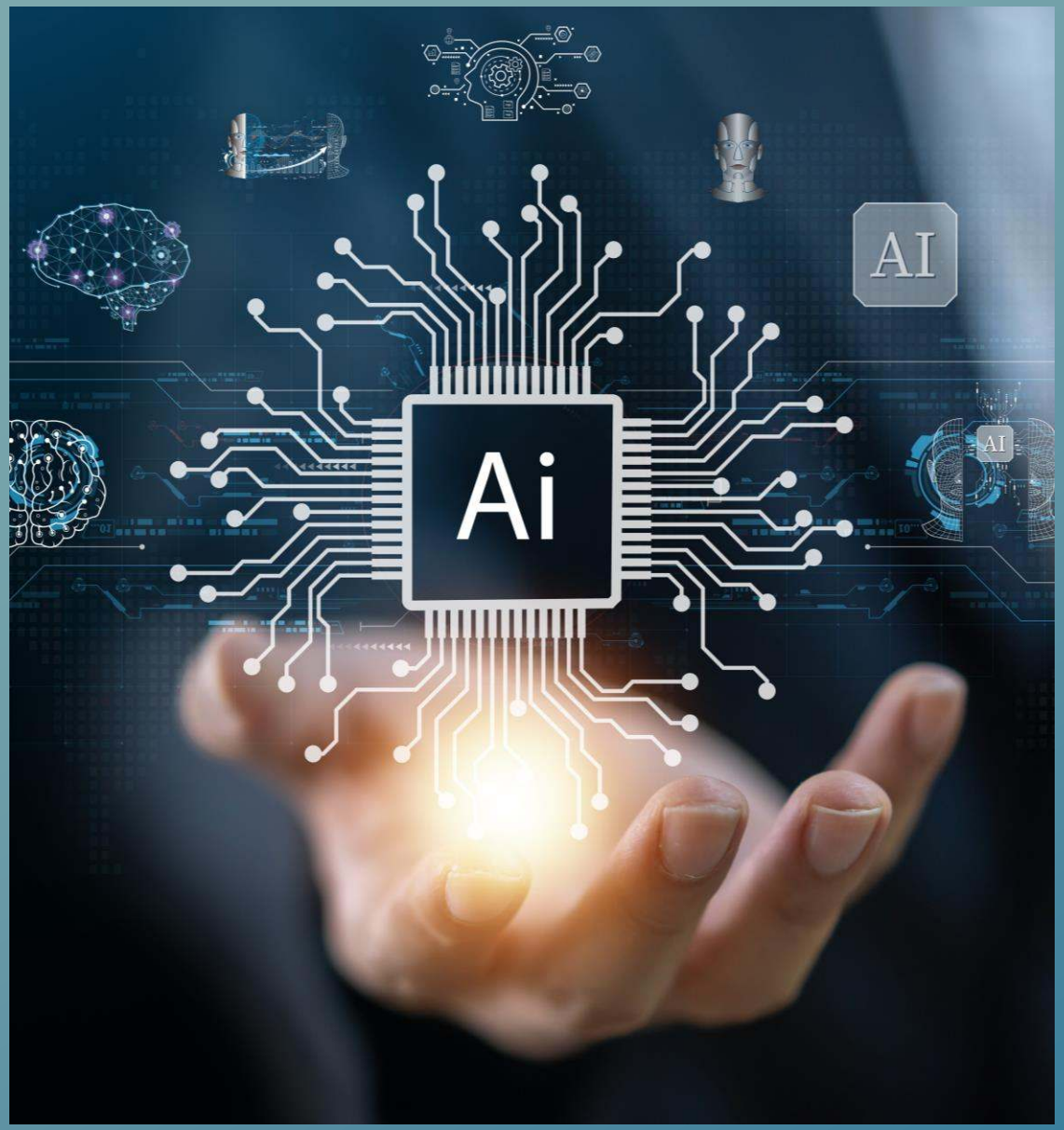
1. **Have a responsible and ethical AI development framework** that aligns with the core values of the company and communicate broadly
2. **Establish a cross-company AI-council/governance model** to help coordinate opportunities and manage risks
3. **Identify and prioritize use cases** based on potential business and end-user impact as well as the ability to deploy at scale and manage risk
4. **Evolve the technology stack, data assets, and partner ecosystem** to enable “best of breed” AI solutions to meet the unique need of target use cases
5. **Engage the broader employee base** on AI literacy and co-creation of new AI innovations
6. **Create a “sandbox” to enable rapid innovation and validation of new AI models** that can securely access company data and content
7. **Be aware of the life cycle costs required to deploy LLMs at scale** – They can be significant. Bigger is not always better for AI models trained on content for specialized domains.

© 2023 EVERSANA. All Rights Reserved. CONFIDENTIAL.

Vision to Reality

Example Use Case

© 2023 EVERSANA. All Rights Reserved. CONFIDENTIAL.

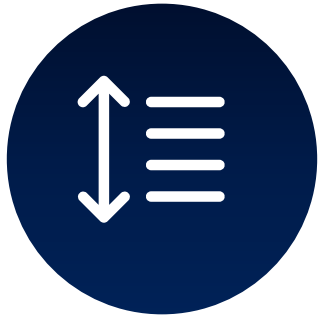


Accelerate MLR Process with AI

Transforming the medical, legal and regulatory review processes with AI to deliver a faster, more efficient approach to developing and delivering content for sales, marketing and payer efforts.

© 2023 EVERSANA. All Rights Reserved. CONFIDENTIAL.

Advice for Pharma



Align

- Responsible/ethical development framework
- Governance model
- Tech and data foundation and sandboxes
- Leader and workforce AI literacy and engagement

Innovate

- Prioritize target use cases based on impact and viability/risk
- Co-create AI solutions with employees and partners
- Validate experience/benefit with lead users
- Validate business case/impact

Scale

- Productize validated AI solutions
- Measure/publish success cases
- Optimize/retrain AI models
- Manage/monitor on-going performance/risk

© 2023 EVERSANA. All Rights Reserved. CONFIDENTIAL.

QUESTIONS?

© 2023 EVERSANA. All Rights Reserved. CONFIDENTIAL.

THANK YOU

© 2023 EVERSANA. All Rights Reserved. CONFIDENTIAL.