



EVERSANA®



‘Pharmatizing’ AI in Life Sciences

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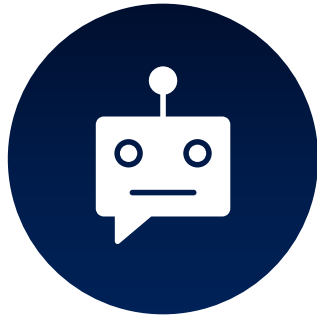
Agenda

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



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.

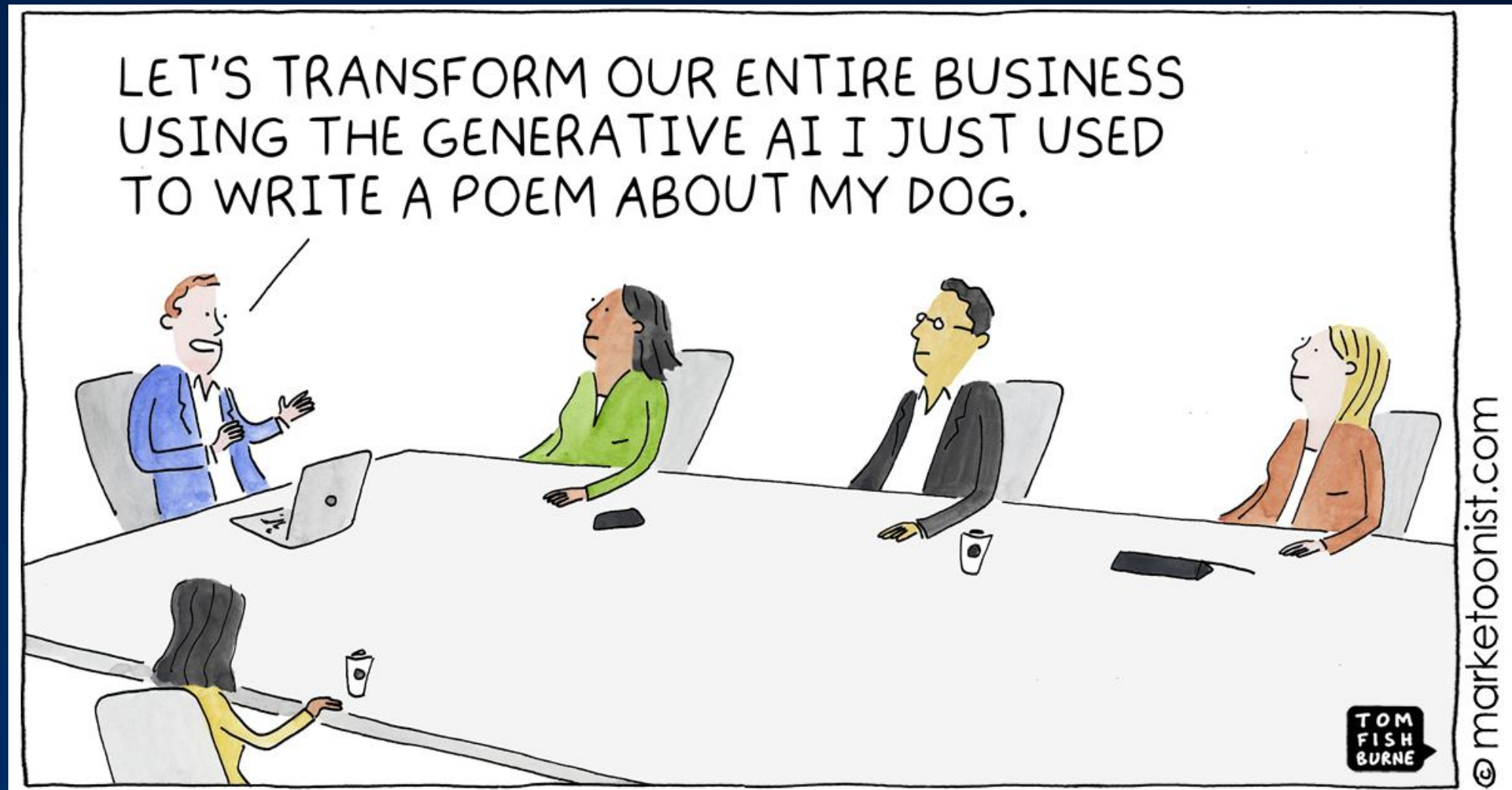


AI Is About Humans

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



The Interest and Expectations are Rising Fast...



But Not Without Risks...

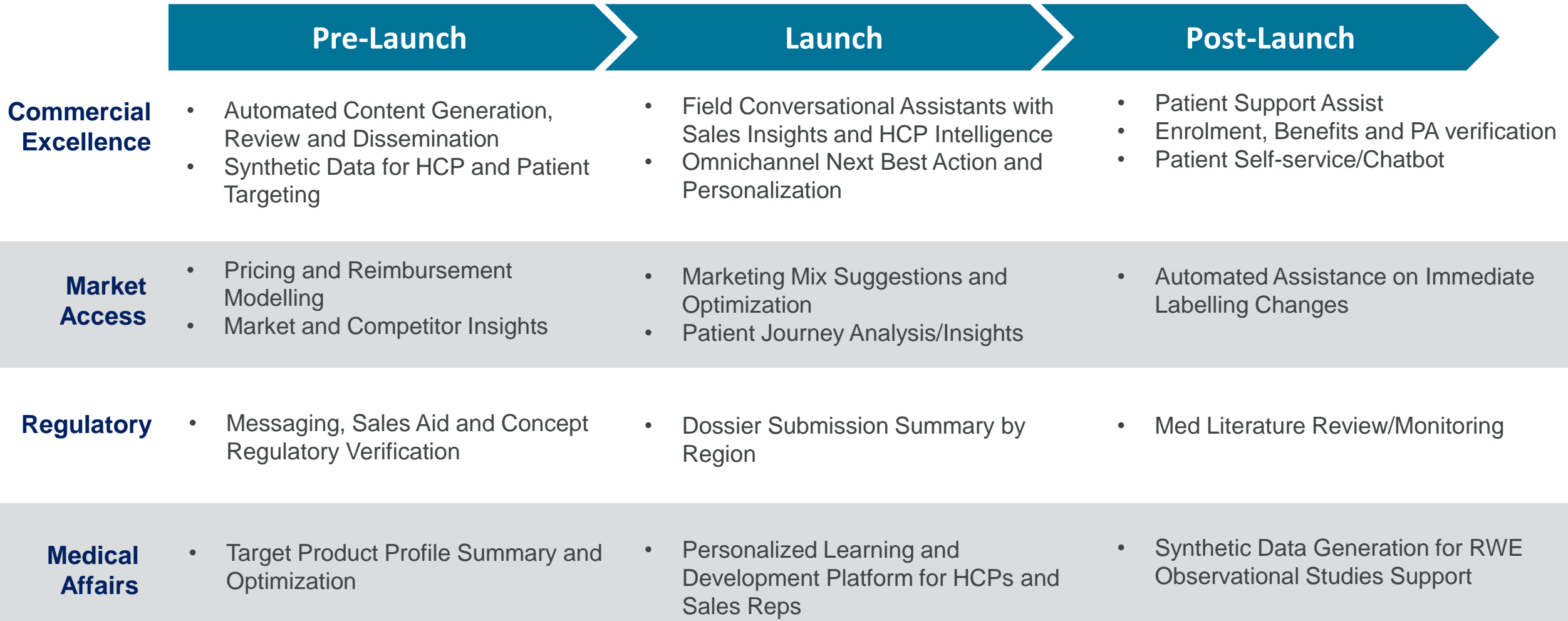


EVERSANA & Amazon Web Services to “Pharmatize” Artificial Intelligence Across the Life Sciences Industry

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



Generative AI Use Cases for Life Sciences Commercialization



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

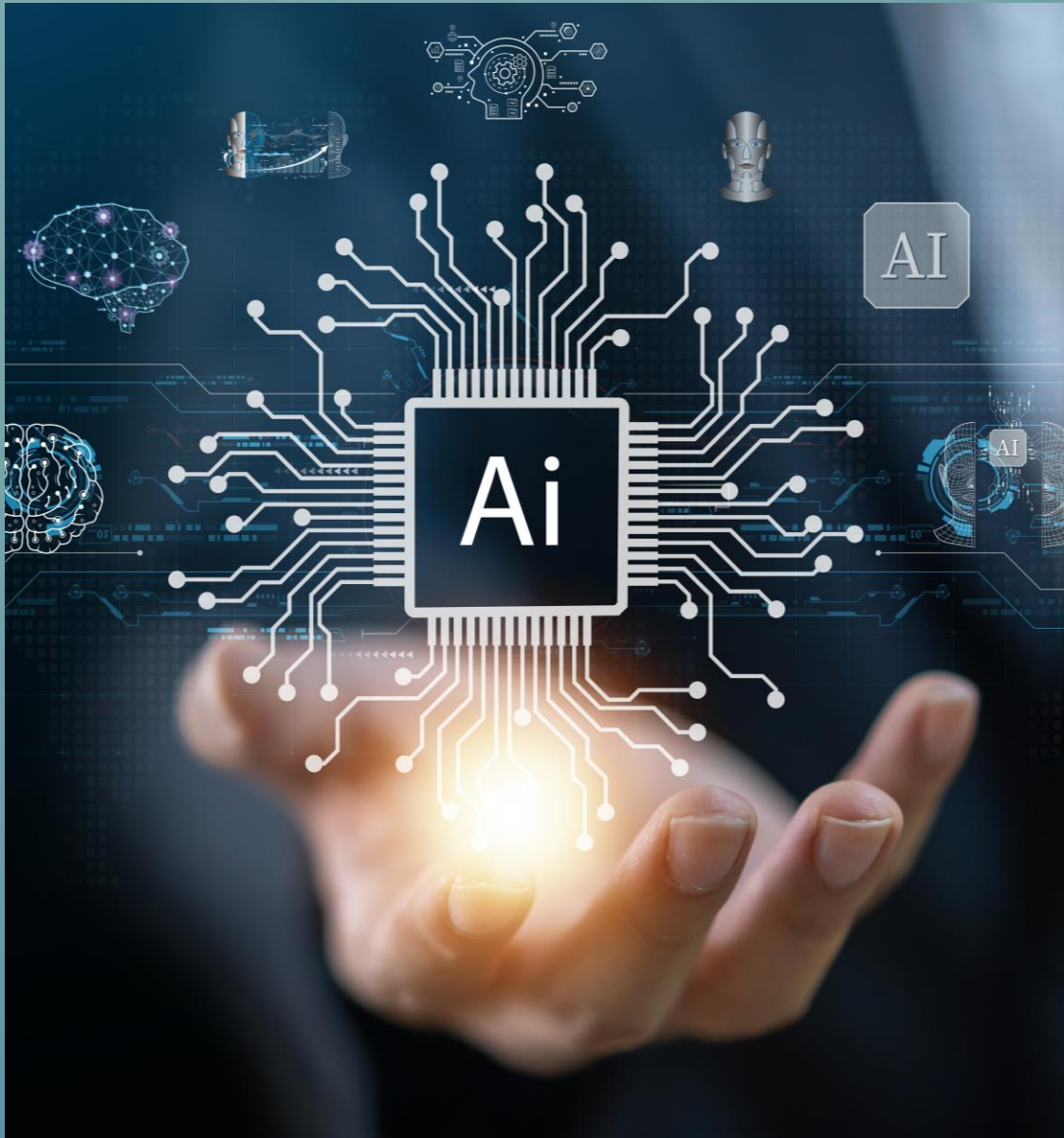
Be aware of the life cycle costs required to deploy LLMs at scale – They can be significant. Bigger is not always better for AI models trained on content for specialized domains.



Vision to Reality

Example Use Case



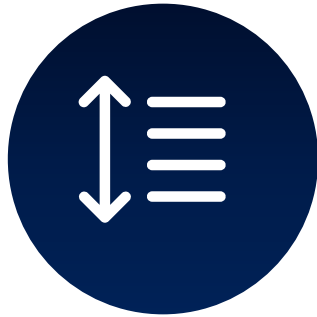


Accelerate MLR Process with AI

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.



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



QUESTIONS?



THANK YOU

