

BACKGROUND & OBJECTIVE

- As the use of artificial intelligence (AI) continues to evolve in healthcare, we sought to examine current and anticipated applications of AI within Medical Affairs groups to better understand how AI strategy should be deployed by these functions

METHODS

- We conducted 7 deep-diving interviews with 4 biopharma leaders (Eisai, Baxter, Novartis, Takeda), 3 consulting agencies (Nextgen Healthcare, ZoomRx, ECT Medical), and 2 consultancy-published secondary sources (The Future Today Institute, West Monroe)
- Questions were developed around the topics of **need, ethical transparency, outsourcing, success metrics, compliance, staffing, and future opportunities**
- Participants were identified and qualified through LinkedIn profiles, recruited through email and LinkedIn InMail, and interviewed for 60 minutes using Microsoft Teams during July and August 2021
- The interview contained 25 open-ended questions. Participants received a complimentary copy of curated findings as an incentive
- Results were analyzed qualitatively

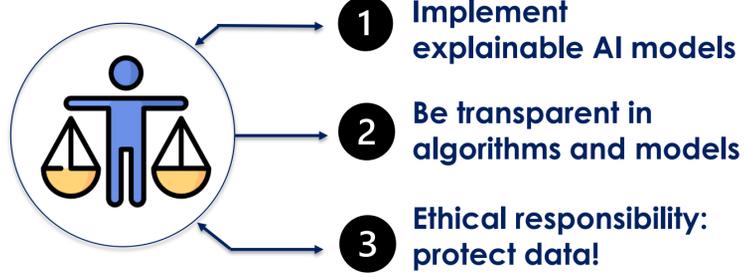
RESULTS

- Need:** The Medical Affairs function within pharma and biotech is experiencing an increasing need for AI, with an increase in the complexity of data and difficulty in gathering actionable insights to make better business decisions

"The technology bit... is often not the limiting factor to success. The critical factor is the advice produced by the project. It's the typical stuff that Medical Affairs thrives on understanding—the clinical scenario, uncovering the unmet need, and how to meet it." – Pharma

"It is imperative that executives and senior managers understand what AI is, what it is not, and what strategic value it adds to the business. Chief Strategy Officers should build a robust understanding of AI in order to develop longer-term plans and engage more closely with others in the C-suite." – Future Today Institute

- Ethical transparency:** AI algorithms have limitations which need to be communicated. It is also important to clearly explain the logic in the back end to prevent the "black box" effect, ie processes and workings between the input and output need to be transparent



Current and Anticipated Applications of Artificial Intelligence (AI) in Medical Affairs

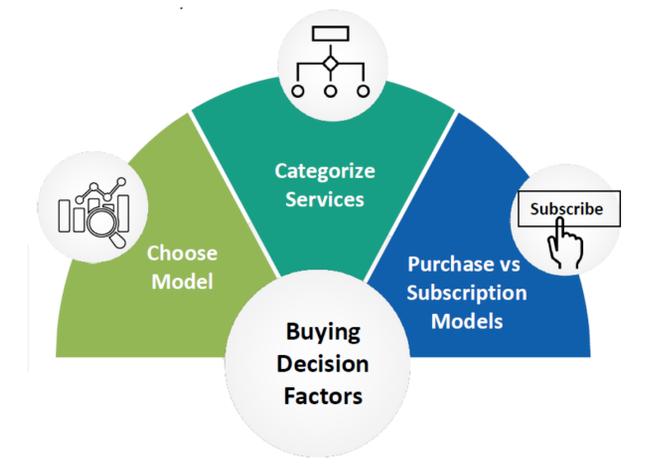
Matt Lewis, MPA,^a Matt Booth, PhD,^b and Scott Brown, PhD^c
^aMEDI STRAVA, New York, NY, USA; ^bMEDI STRAVA, London, UK; ^cBest Practices LLC, Chapel Hill, NC, USA

CONCLUSIONS

- AI is already recognized as necessary and expected in Medical Affairs
- Implemented correctly, AI is a means to augment intelligence, improve insights in real-time, create labor efficiencies, and help Medical Affairs teams make better decisions
- Medical Affairs teams should consider all the roles AI plays (or can play) in addressing evidence generation, information needs, and communication challenges

Poster #2

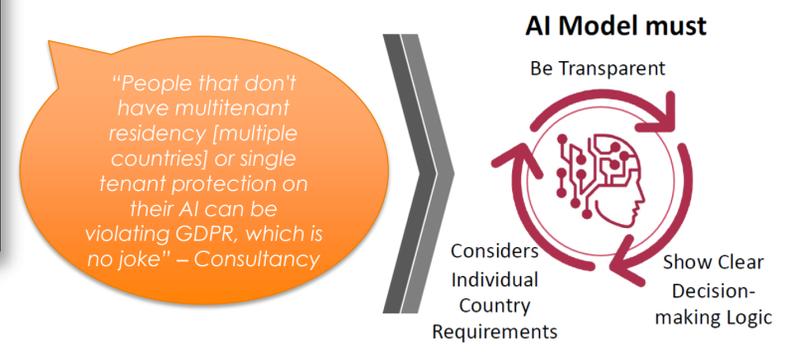
- Outsourcing:** Partnering with consultants in the AI space leads to a greater impact in achieving overall strategy, meeting unmet business needs, and connecting with the best software insights. Software resourcing partnerships allow for the adoption of machine learning and specialized AI



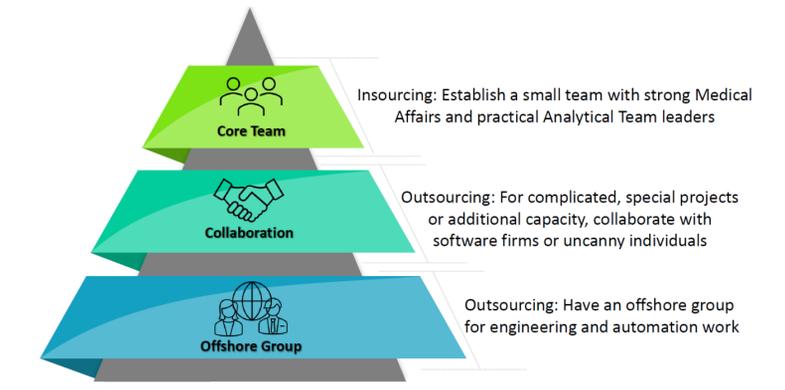
- Success metrics:** Medical metrics commonly used are productivity, business results, and actionable insights. Key performance indicators most likely to add value:

Consistency
 Error reduction
 Productivity per worker

- Compliance:**



- Staffing:** Layered structure overseen by a core team



- Future opportunities:**
 - Set **new language** benchmarks
 - Improve machine-reading **comprehension**
 - Quantify labor **efficiencies**
 - Introduce **new roles** for people within AI
 - Perform **real-time** analyses
 - Audit improvements in **insight generation**