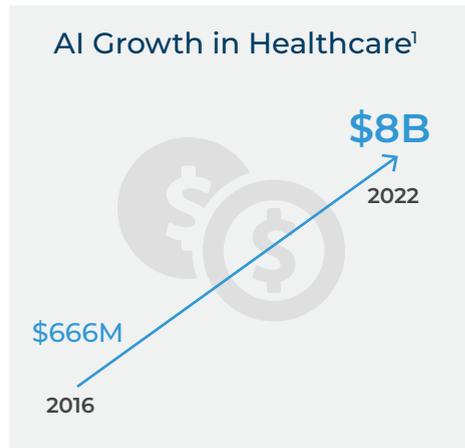


The biopharma industry is evaluating how artificial intelligence applications in healthcare can be incorporated across the value chain from molecule to market. With success in the R&D stage already, companies are now shifting focus to how AI can be leveraged in the commercial stage, specifically in patient engagement given its profound potential to impact the last mile of care delivery.

PHARMA'S RAPID ADOPTION OF AI

COVID-19, greater healthcare data availability, advances in cognitive computing and the development of advanced machine-learning techniques has rapidly increased AI adoption in life sciences.



60% of companies surveyed spent **>\$20M** on AI initiatives in 2019, with expected continued increase in 2020²

43% of executives reported that AI applications have already made them **more efficient** as a business.²

>90% of life sciences executives recognized AI as important in **driving innovation and achieving outcomes** on the commercial side.³

AI IN PHARMA PATIENT ENGAGEMENT

AI allows brands to differentiate in how they engage with patients, creating a much deeper connection, while filling care gaps and using resources more efficiently.

Use of AI in Patient Engagement

- Interaction analytics
- Personalization of engagement
- Optimization of services
- Chat-bots for automated care
- Risk management

Increased Value for Patient Engagement Programs

- Greater insights into the patient and their needs
- Hyper-individualized experience for patients
- Interventions that get more intelligent with time
- Convenience for the patient, and more efficient
- Higher quality and adherence to compliance

ADDRESSING CHALLENGES OF AI ADOPTION

Companies are investing in initiatives to overcome the barriers to AI adoption like poor data quality, insufficient capabilities, lack of data assets and regulatory issues.

- The right internal IT infrastructure
- Prioritized use cases for AI applications
- Organizational talent with background in AI
- Partnerships with solution providers with AI capabilities

28% of organizations report the top challenge being integration of AI into the organization and about the same number report data challenges.²

THE CONTINUED NEED FOR HUMAN CONNECTION EVEN WITH AI

AI is meant to augment and enhance the human element of patient engagement, not replace it.

The Gaps in AI Application for Patient Engagement

- No emotional intellect and empathy
- Inability to build trusted relationships
- Constrained in how it solves problems
- Lacking complete context

