2023 Meeting – Basel

21 September

Convenors:
Claire Ajdukiewicz, Director, Research Partnership
Fenna Gloggner, Director, Global Customer Insights, Idorsia Pharmaceuticals
Hannah Osborn, Founding Partner, Pure Healthcare Strategy

Venue:
Pullman Basel,
43 Clarastrasse,
Switzerland, 4005

08.30 – 09.00	**Registration and welcome coffee**

09.00 – 09.10	**Welcome and Introductions**

09.10 – 09.40 **Session 1: How improving your AIQ leads to better insights and better strategic decisions**

Objectives of the paper: 2023 has already seen an explosion of innovation within AI, accompanied by an equally remarkable explosion in media and public attention.   The world's response so far shows a heady mix of excitement at the leap forward that generative AI represents, along with equivalent doses of alarm at the potential implications for life as we know it, and stoicism that this shiny new technology will eventually settle into its rightful place, alongside previous innovations that have (or have not) changed our world.

We'll be sharing our consolidated findings on the opportunities for this new technology.

The crux of our paper is to help our EPHMRA Healthcare community to better understand AI, know how to use the tools effectively (and judiciously) to both generate fantastic insights and to take subsequent strategic decisions to help shape, fuel and inform brand strategy.

This paper will increase our delegates AIQ understanding and will provide a toolbox of actionable learnings, including how AI can be used to generate insights, balancing its benefits and limitations and an understanding of how AI infused insights turns into actionable strategy.

We will share the AI insight landscape in Pharma, gathered from the best practice of AI and traditional insights generation, creating an industry leading framework of how combining AI and traditional insight can turn onto actionable strategy.

Takeaway 1: How leveraging generative AI can deliver benefits beyond efficiency, helping us to create hypotheses, stimuli and questions for our research projects, as well as positing new recommendations and catalysing fresh thinking.

Takeaway 2: How to constructively, judiciously and creatively apply AI to strategy creation.

Takeaway 3: Provide a rigorous competitor analysis of what others are doing and how they are applying AI. Our deliverables to the audience will be an AI play book and an analysis of what agency competitors are doing.

Speakers: **Nick Ross, Director and Ed Corbett, Head of Consulting – Branding Science**

Convenor: **Claire Ajdukiewicz, Director, Research Partnership**

09.40 – 10.10   **Session 2: The AI pandemic: Just how far has AI spread within Pharma and how quickly do tech experts see it spreading?**

Objectives of the paper: In this paper we will carry out a top to toe check in on the AI pandemic, from both market research supplier and buyer perspectives. We will dig into the tangible changes Pharma Insights teams are experiencing, the measures they advise taking to embrace vs. protect from the AI pandemic over the next few years.

We will carry out temperature checkpoints in May and September with Pharma Insights buyers and suppliers to gauge the uptake, benefits and pitfalls of applied AI within Pharmaceutical Industry and how rapidly the environment is shifting.

We will also be putting AI to the test: as an additional strand in the discussion, we will use AI to analyse our discussions with buyers and suppliers (parallel to gold standard qualitative analysis), so we can identify strengths, weaknesses and biases – what does AI do well, and what do we learn about the role of the human touch?

Takeaway 1: Applied use of AI within the recruitment of hard-to-reach physicians, patients and KOLs not only brings speed and efficiency, but also unlocks a new voice that was previously unheard and avoids the current 'panel fatigue' or 'insight groundhog day'.

Takeaway 2: Pharmaceutical industry is paving the way and embracing AI at every stage of drug development and therefore regulation is paramount. With this in mind, AI technical suppliers are welcoming the introduction of compliance and pharmacovigilance across their industry to help raise standards and quality of insights. However, it is important to recognise that the space is moving much faster than regulatory frameworks can handle and this will likely be another important bottleneck to adoption and development.

Takeaway 3: The future looks to be in the synthesising of materials and insights, for example collating common themes derived from KOL interviews to distil key insights and overarching trends from historical interviews to bring a more holistic viewpoint or predicting eye tracking outcomes for certain profiles of individuals. We also see further developments in being able to accurately predict future industry KOLs and digital influencers. In essence, AI is our digital crystal ball.

Speakers: **Mike Pepp, Director - Blueprint Partnership**

Convenor: **Fenna Gloggner, Idorsia Pharmaceuticals**

10.10 – 10.45   **Networking coffee break**

10.45 – 11.15   **Session 3: Deploying AI tools in social media monitoring – is AI eradicating the need for the researcher?**

Objectives of the paper: This paper will aim to describe the different ways in which AI tools can be used to support social media listening research, with a particular focus on the application to social media monitoring. The presenters will look at a practical case study example in order to assess the value of AI-driven topic classification and sentiment coding, as well as AI-generated reporting. The presenters will demonstrate how effective use of these AI tools can help to deliver insights that are faster / more real-time, more scalable, and more accurate. As well as considering the advantages and opportunities presented, both to agency and client-side researchers, the presentation will also identify some of the potential pitfalls and challenges that can be faced in adopting AI tools. Finally, the presenters will conclude with a look at the role of AI in the future to consider wider applications and the evolving role of human researchers.

Takeaway 1: We can't yet hand the keys over to AI – effective deployment of AI tools takes time, effort and careful consideration:

AI now drives a hugely powerful array of tools at the researcher's disposal, with the ability to save time and resources, increase productivity and deliver greater insights. This is particularly the case when using AI tools to help code and segment larger datasets. However, as researchers, we need to carefully distinguish between the benefits afforded by 'out-of-the-box' solutions vs. the need and investment in customized training of AI tools to ensure true relevance and accuracy of results. Given the subtleties and nuances of many healthcare topics, AI tools need to be handled carefully if we are to really realize their full potential and avoid the risk of erroneous conclusions.

Takeaway 2: All the glitters is not gold – now more than ever a critical eye is needed to ensure AI is adopted in an appropriate manner.

There is currently huge excitement about the potential of generative AI across all industries, not least in market research. The presentation will critically consider the current role of generative AI in helping to deliver real-time summaries of social media trends, the clear advantages it can afford in the context of monitoring research, as well as the dangers of applying this sort of technology too quickly.

Takeaway 3: The AI train has already left the station – and we need to make sure we are in the front seat to help drive!

By considering some of the practical applications of AI tools within the context of social media research (and beyond) the presenters will highlight the way AI is reshaping the foundations of what is possible in research, whilst also clearly identifying the role and responsibilities we still have as 'human researchers' when applying this technology. While AI is likely to disrupt and displace many traditional research tasks, it will both create and necessitate a new role for researchers looking to tap into new possibilities.

Speakers: **Stephane Lebrat, Director Global Market Research, Vaccine Business Unit - Takeda Pharmaceuticals International and Laura Galiman, Account Director - Lumanity**

Convenor: **Claire Ajdukiewicz, Director, Research Partnership**

11.15 – 11.45   **Q&A/Discussion to the morning presenters**

11.45 – 12.45   **Networking Lunch**

12.50 – 13.20   **Session 4: Forecasting: Better assumptions, better calibrations, better data**

Objectives of the paper: Blanket calibration in pharmaceutical demand assessments is part and parcel of what we do, an inevitable reset of over estimations that we factor into our data analysis. But we started wondering whether blanket calibration was the right approach, could we unpick these estimations and find a way to predict and more accurately correct forecasting models? This paper looks at how we unpicked and re-stitched over and under estimation, utilising behavioural science and personality characteristics to better predict this and more accurately calibrate a patchwork quilt of share generated through pharmaceutical market research.

Takeaway 1: Through our proof of concept study we found that we were able to identify differing degrees of estimation accuracy in our physician samples. We also found through profiling our physicians that certain personality traits and attitudes towards risk were predictive of the degree of overestimation an individual physician was likely to claim.

Takeaway 2: We were able to adjust our standard practice for the tempering of stated shares to more accurately represent the different magnitudes of overestimation. This allows for a more tailored calibration based on the makeup of personality traits and attitudes towards risk identified in that specific sample and further increases confidence in the shares generated through our demand assessments.

Takeaway 3: Ultimately, we are left with a more tailorable model for calibration that factors in the underlying motivational sets that drive individual physicians to answers. This delivers a more accurate forecast that is more reflective of real life human behaviour.

Speakers: **Paula Coyle, Director - Blueprint Partnership**

Convenor: **Fenna Gloggner, Idorsia Pharmaceuticals**

13.20 – 13.50 **Session 5: AI Coding…. Coding just became cool**

Objectives of the paper: Our paper will provide an understanding of how AI text analytics can be used as a supplementary tool in quantitative (and qualitative) research without 'replacing' the role of the researcher.

Takeaway 1: A detailed step-by-step guide on how to adopt an AI text analytics tool into your business, including the opportunities and pitfalls

Takeaway 2: Providing proof and case studies as to how text analytics can improve accuracy and deliver time savings in quantitative analysis, through automated coding.

Takeaway 3: To provide an understanding of the essential role that the researcher plays in implementing AI coding.

Speakers: **Stephen Potts, Director and Sebastian Newton, Associate Director - Purdie Pascoe**

Convenor: **Hannah Osborn, Pure Healthcare Strategy**

13.55 – 14.25 **Session 6: ChatGPT in the spotlight: A critical assessment of its value in rare disease research**

Objectives of the paper: Can ChatGPT deliver valuable insights into the experiences of patients (and caregivers) living with rare disease to help pharmaceutical companies identify how to support them.

Takeaway 1: ChatGPT is a powerful tool to supplement research with real patients / caregivers with rare disease, rather than relying on it entirely. It provides hypotheses that can be validated by market research.

Takeaway 2: Secure / compliant GPT technology can provide an efficient way of mining existing data repositories of rare disease patient data/insights to get fast answers to ad hoc questions.

Takeaway 3: ChatGPT carries risks and limitations that we need to be aware of.

Speakers: **Jo McDonald, Partner and Head of Oncology and Gemma McConnell, Research Director - Day One Strategy**

Convenor: **Hannah Osborn, Pure Healthcare Strategy**

14.30 – 14.55 **Networking coffee break**

15.00 – 15.30 **Session 7: Panel Discussion on AI**

15.35 – 16.20 **Session 8: Ask the Experts Session with all Speakers**

This is an opportunity to further delve into topics raised.

To minimise delegates moving around the room we are asking the Speakers to move around the room to answer questions.

Speakers will position themselves near to 1-2 tables and stay by the tables for up to 15 minutes to answer questions and further discuss.

Speakers will then move up to 3 times to different tables when EPHMRA rings the bell.

16.25 – 16.35 **Wrap up – Convenors**

16.35 – 17.00 **Thanks and end of Meeting drinks**