

Presenters



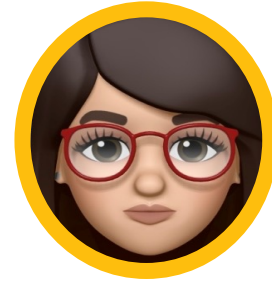
Anne LiCata

VP of Customer Success,
Huma.AI



Kirk Shepard, MD

CMO, SVP, Head of Global
Medical Affairs, Oncology, Eisai



**Vandana Grover,
PhD**

Director, Digital Strategy &
Innovation, Global Medical
Affairs, Eisai



Lana Feng, PhD

Co-Founder and CEO,
Huma.AI

Welcome!

**The future is here:
Leveraging Insights, Data and
Technology to Inform
Decision-Making and Strategy**

Educational Objectives

This session will provide a learning opportunity for our audience by:

- Understanding what are strategic insights
- Exploring how strategic insights can impact medical affairs
- Learning how technologies such as ChatGPT and generative AI can enhance medical affairs' value proposition

Poll #1

What is your current role in Medical Affairs?

- Med Communications
- Field Medical
- Medical director/strategy
- RWE/HEOR
- Medical excellence
- Clinical research
- Other

Conflict of Interest and Disclosures

MAPS is committed to ensuring full disclosure of potential Conflicts of Interest (COI) by session presenters/developers. While a presenter COI is not prohibited nor necessarily harmful to the learner, it is important that this be shared with the learner so the learner may make an informed decision regarding material presented. A COI includes any transaction or relationship which presents, or may present, a conflict between a presenter/developer's - or his/her spouse/life partner's - personal, business or other interests.

Disclaimer

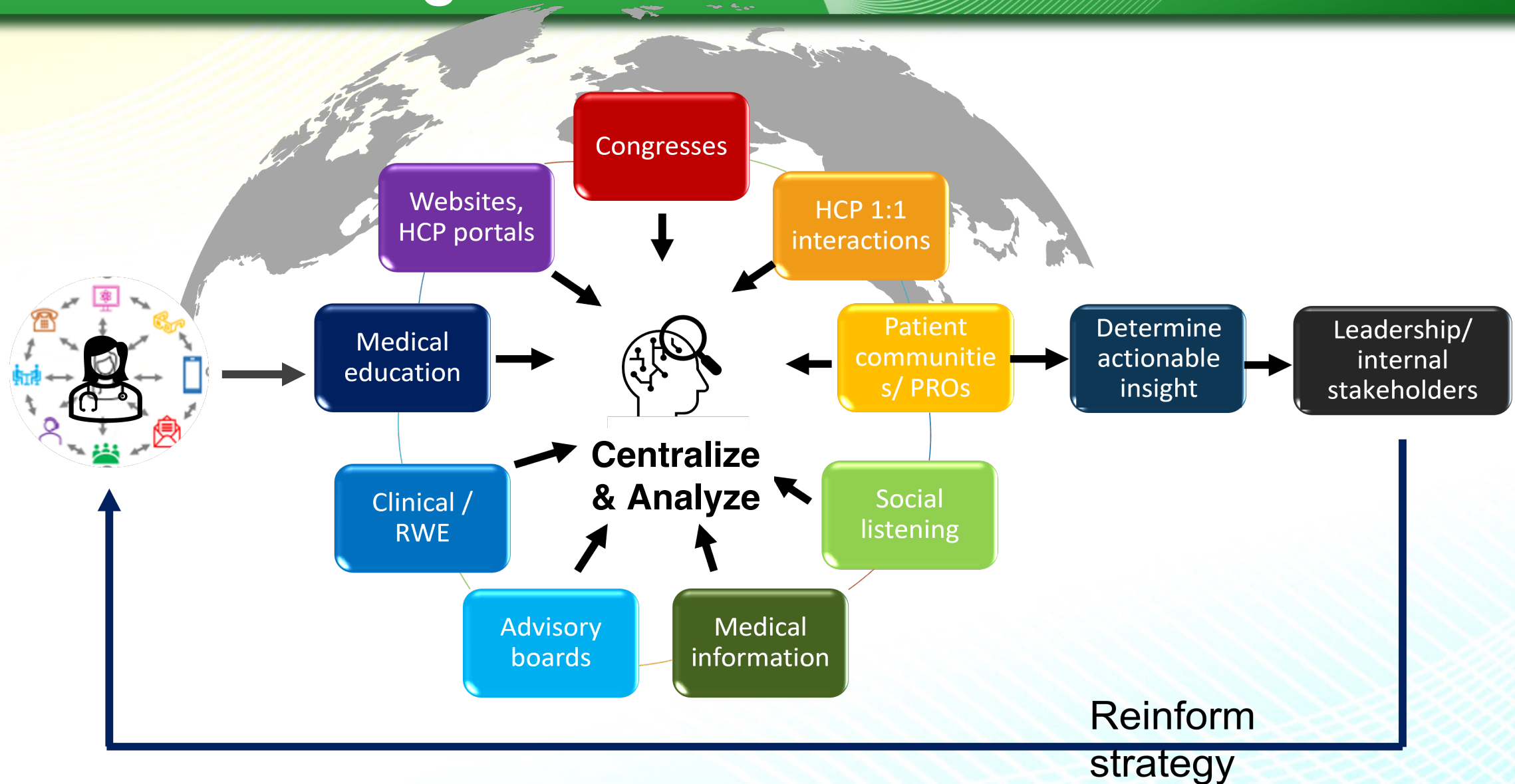
- The views we express today are our own and do not necessarily reflect the position or views of our employer, Eisai Inc.

What are insights?



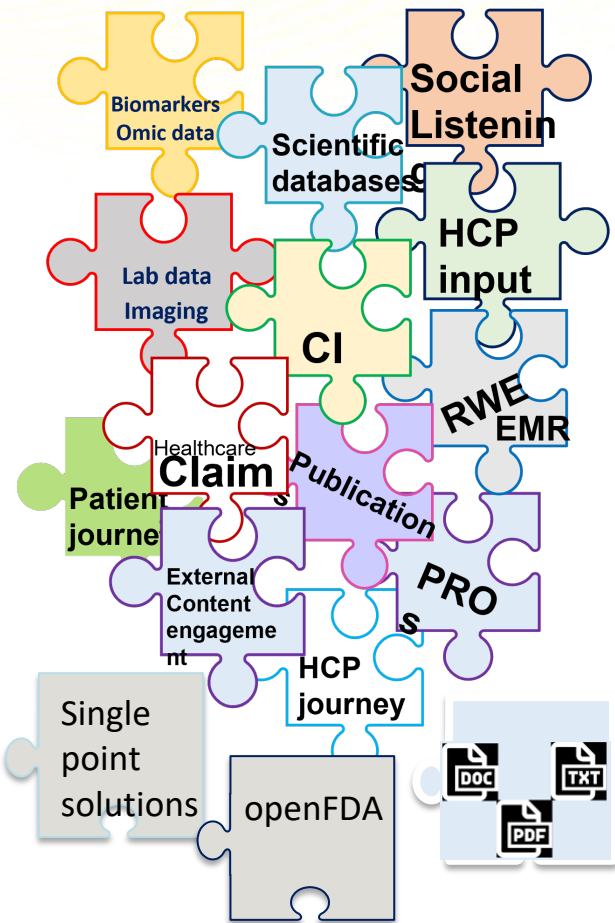
A realization of what some call the “aha” moment that triggers a lightbulb in your head.

Insight generation loop: where do insights come from and go?

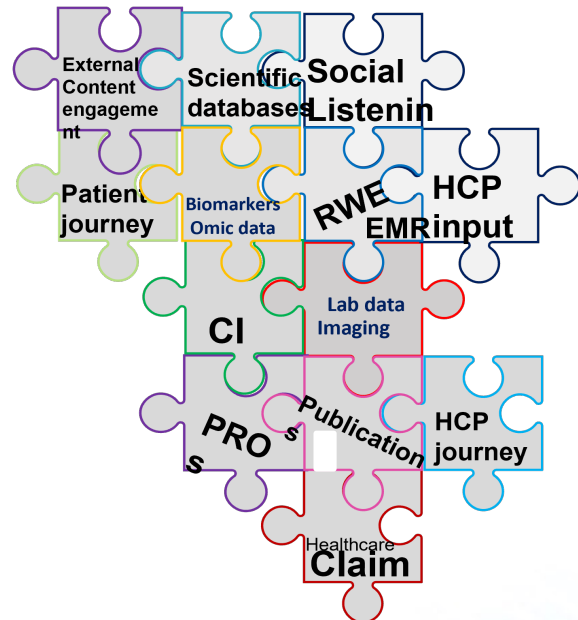


Data rich to data savvy: insights in a digital world

Input **Process** **Output** **Impact & Actions**



-  Scientific Knowledge Portals
-  Repositories
-  Dashboards
-  Machine Learning
-  Knowledge Graphs
-  Natural Language Processing



Optimize data analysis and access to information

**Identify and optimize platforms
Analyze, connect, centralize data and insights**

Turn data into actions, inform strategy, drive hypothesis generation, understand gaps, digital content creation and dissemination

Maximize value of data, uncover new opportunities, leverage AI, inform outreach

Improve rate of drugs to patients, strategic decision making, operational efficiencies

**Omnichannel content and engagement
Personas**

Unexpected results

ChatGPT Is the Most Rapidly Adopted Technology In History

ChatGPT Sprints to One Million Users

Time it took for selected online services to reach one million users



* one million backers ** one million nights booked *** one million downloads
Source: Company announcements via Business Insider/LinkedIn



What is Generative AI and ChatGPT



what is generative AI and ChatPGT

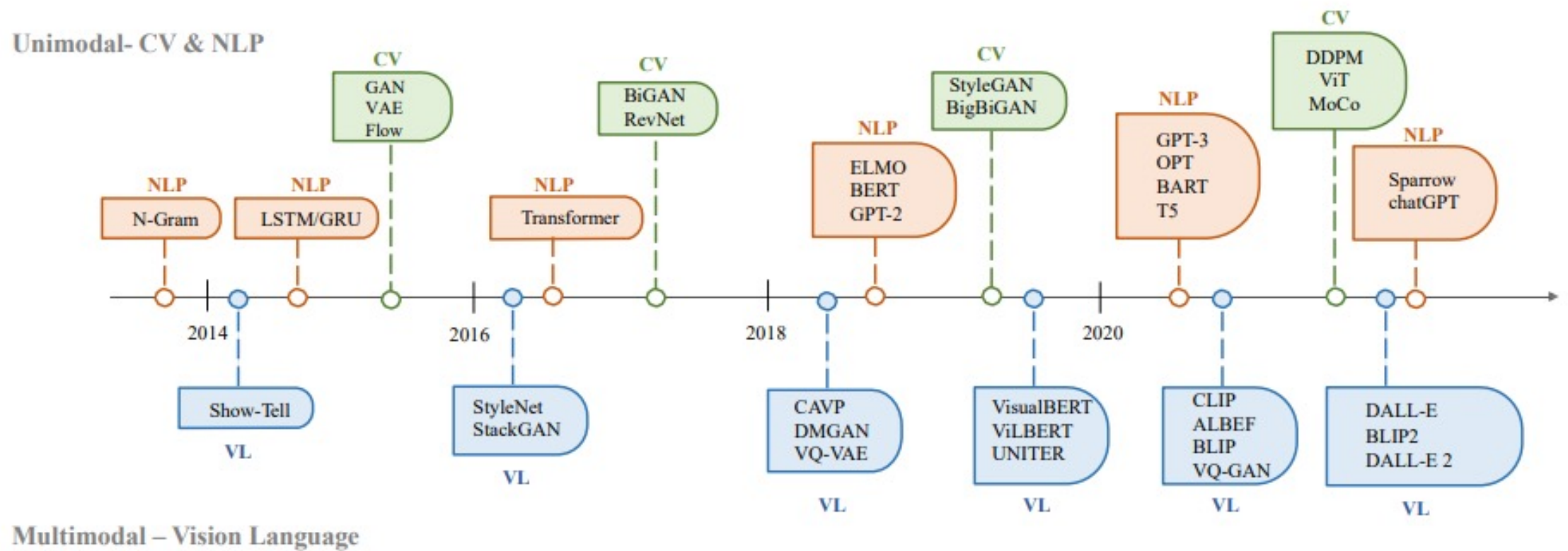


Generative AI refers to a type of artificial intelligence that can create new content or data based on the patterns and structures it has learned from the input data. It typically involves using machine learning models, such as deep learning neural networks, to understand the underlying patterns and relationships in the data and generate new data that resembles the input. Examples of generative AI applications include creating images, text, music, and even 3D models.

ChatGPT (Chat Generative Pre-trained Transformer) is a play on words referring to GPT, a popular generative AI model developed by OpenAI. The GPT model, which stands for "Generative Pre-trained Transformer," is designed to generate human-like text by learning patterns and structures in large datasets of text. GPT has undergone several iterations, with GPT-3 being the latest version available as of my knowledge cutoff in September 2021. ChatGPT is a conversational AI agent based on the GPT architecture, designed to generate human-like responses in a conversational context. It is used for various applications, including customer support, content generation, and more.

Generative AI – Not Just GPT

Large Language Models (LLMs)



The Future is Here: Generative AI Survey

72 Medical affairs leaders and MSAs surveyed

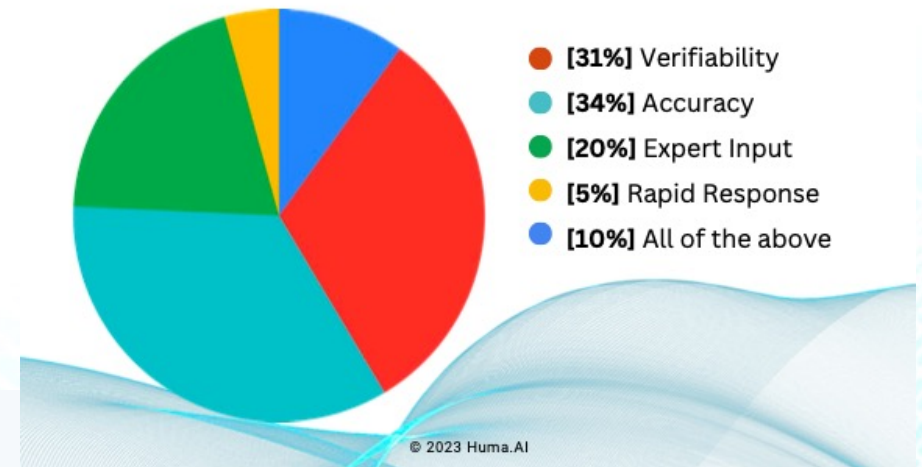
- 65% said they loved ChatGPT if they had tried it at all
- 86% said generative AI can be applied to life sciences
- 53% would like a chat interface to analyze their data
- 44% believe generative AI technologies will be implemented within their organizations within 2 years

What Attribute Is Most Important for Generative AI at Life Science Companies?

65% of the Medical Affairs leaders and MSAs surveyed believed **either verifiability or accuracy was the most important attribute** needed in a GPT-like interface applied within a Life Science company.

Verifiability is important because it enables stakeholders such as regulatory authorities, healthcare professionals, and patients to trust the results produced by the AI model. Accuracy is important because inaccurate data can have serious consequences for patient safety and product efficacy and can result in regulatory and legal issues.

The presence of an "expert in the loop" addresses both verifiability and accuracy, which explains the third most common answer at 20%.



Poll #2

Are you using ChatGPT or Large Language Models (LLMs)?

- Yes, work only
- Yes, personal only
- Yes, work and personal
- No not yet
- No not ever (I don't trust AI)

Panel Discussion

Poll #3

Did this webinar improve your knowledge of insights and technology's role?

- Yes, it helped me understand the topics
- Yes, I want to explore how technology can help with insight analysis
- Yes, but we are not ready to explore tech solutions
- I did not find the session interesting or informative
- I am brilliant – I already know it all

Q&A

For More Information – MAPS Content Hub

- [The Value and Strategic Implementation of Insights Management](#)
- [Building Medical Insights Capabilities in Medical Affairs Organizations](#)
- [How ChatGPT Will Disrupt Medical Affairs](#)

Thank You