The GenAI Playbook for Commercial and Medical teams

INDEX.

I. Introduction

As the pharma industry increasingly embraces digital transformation, AI emerges as a pivotal force shaping the future of commercial and medical affairs teams. The integration of AI, particularly Generative AI, is revolutionizing how these teams engage with HCPs and manage customer relationships.

"The GenAI Playbook for Commercial and Medical Teams" delves into the evolving landscape of AI applications within the pharmaceutical sector, offering insights drawn from a comprehensive survey of industry professionals.

This report examines the most valuable roles AI plays in enhancing customer engagement, optimizing strategies, and addressing the challenges faced by commercial and medical teams. Through a deep analysis of survey data, it explores how AI-driven tools are transforming personalized communication, supporting medical affairs with up-to-date scientific information, and fostering collaboration across teams. Furthermore, the report identifies potential barriers to AI adoption and provides a forward-looking perspective on the future of AI in pharmaceutical operations.

Through a combination of survey data and in-depth interviews with nine experts from the pharmaceutical industry, this report aims to provide a strategic framework for leveraging GenAI to enhance efficiency, innovation, and decision-making.

In the following sections, we will present our findings and analysis, offering a detailed look at how pharmaceutical companies are currently utilizing GenAI, the challenges they face, and the potential for future applications. This playbook serves as a guide for teams looking to navigate the evolving landscape of AI-driven opportunities in the pharmaceutical world.

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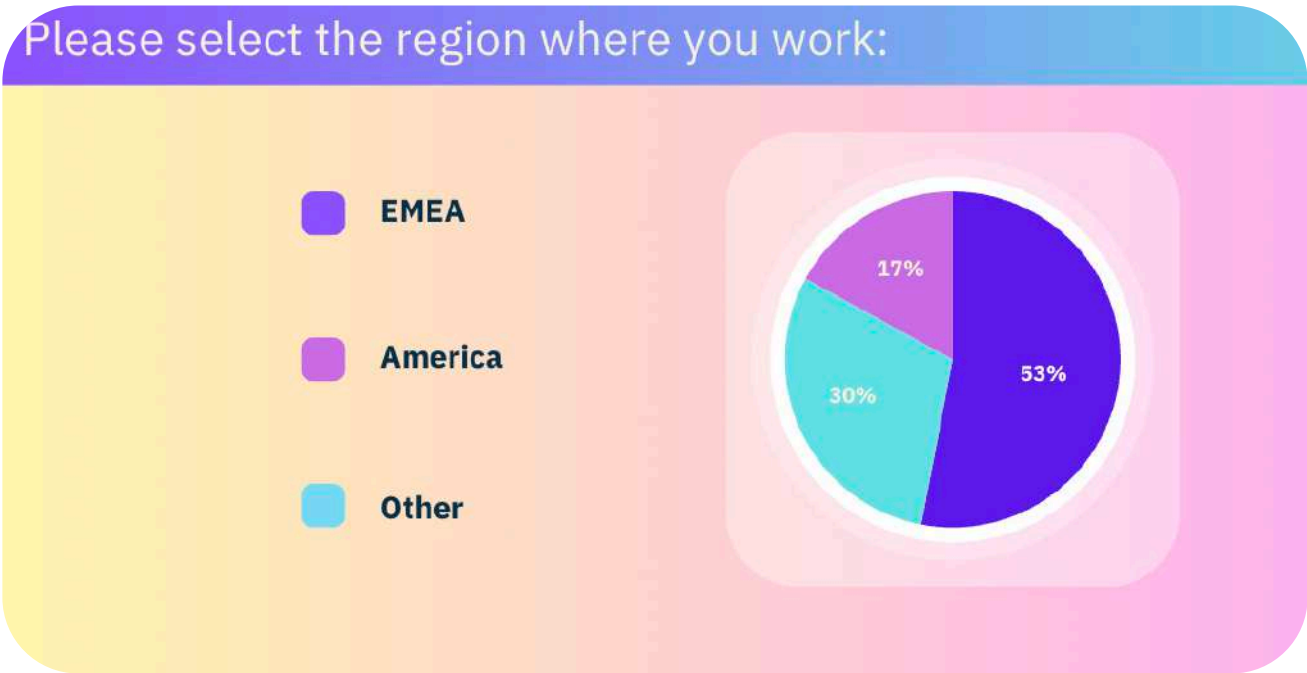
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EXEEVO

The views of the contributors are their own.

II. Information about survey respondents

This survey was conducted in 2024 and we gathered insights from 112 professionals across the pharmaceutical industry, working in the EMEA region, America or globally.

The respondents come from various organizational backgrounds, with a majority employed by pharmaceutical companies, and others representing solution providers, consultants, and biotech companies.

Please select the region where you work:

- EMEA
- America
- Other

53%
30%
17%

Which of the following describes the organisation you are employed by?

- Pharmaceutical
- Solution vendor, consultant or agency
- Biotech company

16%
24%
60%

How big is your company in terms headcount?

Legend:
- Less than 100
- 100 - 999
- 1000 - 4999
- 5000+

Pie chart values:
- 48%
- 36%
- 11%
- 5%
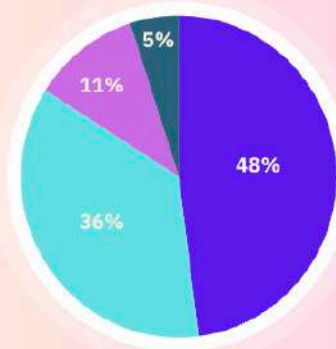
Which function are you most closely aligned with?

Legend:
- Sales/ Commercial
- Commercial department
- Marketing department
- Medical affairs
- Digital department
- General Managment

Pie chart values:
- 30%
- 20%
- 17%
- 15%
- 10%
- 8%

III. Why Do Commercial and Medical Affairs Teams Need AI?
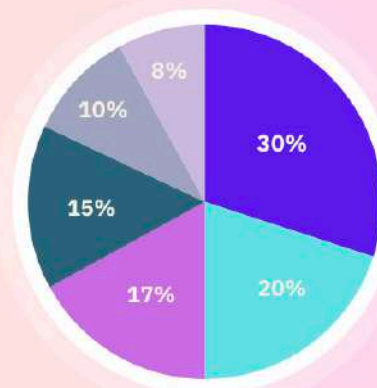
Enhancing Customer Engagement and Relationship Management

According to the survey respondents, the most useful role of AI in improving customer engagement and relationship management for commercial teams is its ability to provide insights into HCP and customer needs and trends. This capability allows teams to develop more proactive and effective engagement strategies, with 43% of respondents identifying this as the most useful application.

Personalized communication and tailored content based on preferences and behaviors were also highlighted by 23% of respondents, emphasizing the importance of relevance in interactions. Although a smaller proportion of respondents valued AI-driven chatbots and virtual assistants for 24/7 support, the overall trend underscores AI's role in enhancing customer satisfaction through more personalized and timely engagement.

In your opinion, what is the most useful role of AI in improving customer engagement and relationship management for commercial team in pharmaceutical sector?

- It can provide insights into HCP/customer needs and trends, facilitating more proactive and effective engagement strategies.
- Personalized communication and tailored content based on HCP/customer preferences and behaviors.
- AI-driven chatbots and virtual assistants can provide 24/7 support and engagement, improving customer satisfaction.
- All of the above
- Identifying high-value customers and optimize resource allocation for relationship management with predictive analytics
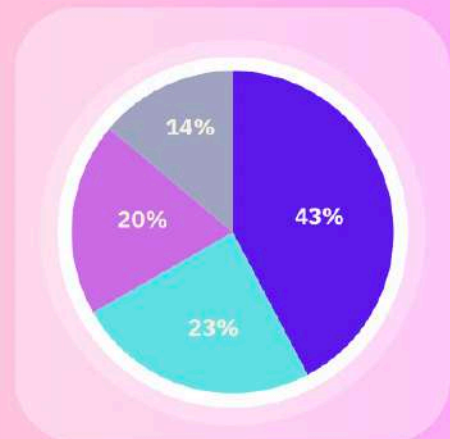
AI's ability to analyze large datasets and generate personalized content is streamlining communication. As **Romika** notes,

"AI is revolutionizing our interactions with HCPs through data-driven insights and tailored communication."

This means commercial teams can now handle routine tasks more efficiently, allowing for deeper, more meaningful engagements.

For instance, predictive models and modular content generation have sped up marketing and medical activities, enhancing engagement even during product life cycle extensions, says **Almudena**. Looking forward, AI is expected to shift content delivery from traditional methods to more self-service models.

Michael envisions a future where HCPs interact with chatbots to obtain information precisely when needed, rather than relying on static emails. This shift will allow HCPs to access tailored content and support instantly, reflecting a move towards more autonomous, AI-driven interactions. Practical examples of AI in action include the use of AI for generating campaign images and content.

Erasmus points out,

"AI has streamlined our content creation process, allowing us to produce compliance images and marketing materials more efficiently."

This not only accelerates the production cycle but also reduces the need for traditional photo shoots and manual content generation. AI is also enhancing engagement through advanced sentiment analysis and content optimization.

Florent highlights a significant improvement in click-through rates due to AI-driven content recommendations, stating, "Our AI-enhanced approach moved our click-through rate from 1.5% to over 11% by better understanding and addressing customer interests."

AI's role extends to adapting communication strategies to the evolving landscape of digital interactions.

Zehra emphasizes that AI helps manage and analyze diverse data types, aiding teams in crafting precise and effective communication strategies in the post-COVID era.

Chris mentioned that while AI isn't directly changing interactions between commercial/medical teams and HCPs yet, it's becoming more influential in operations like sales effectiveness and marketing. He also noted that AI is shaping customer expectations, raising the demand for immediate, accurate responses, but businesses are still fragmented and reliant on pre-approved materials.

A significant majority of respondents (62%) strongly agree that AI's most valuable contribution lies in providing personalized recommendations. Another area where AI shows considerable promise is in enhancing customer support. A substantial 59% of respondents somewhat agree that AI-driven chatbots improve customer interactions. By offering instant, round-the-clock support, these tools not only increase customer satisfaction but also free up human resources for more complex tasks, further optimizing operational efficiency.

What role can AI play in enchancing customer engagement and relationship management for commercial teams in the pharmaceutical sector?	Somewhat Disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
Providing personalized recommendations	13%	10%	15%	62%
Enhanced customer support through chatbots	9%	12%	59%	20%
Better analysis of customer preferences	5%	14%	51%	30%
Optimizing commercial and medical strategies	2%	7%	21%	70%

AI's role in better analyzing customer preferences also received positive feedback, with 51% of respondents somewhat agreeing on its importance. Finally, 70% of respondents strongly agree that AI is crucial in optimizing both commercial and medical strategies.

Can AI Empower Medical Affairs Teams in the Pharma Industry and How?

AI is becoming an essential tool for medical affairs teams in the pharma industry, enabling them to stay ahead of scientific advancements and communicate effectively with HCPs. This survey highlights the key ways in which AI is transforming these critical functions.

Imagine sifting through mountains of scientific papers, clinical studies, and new research findings daily, it is an overwhelming task for any team. This is where AI steps in as a game-changer. An impressive 81% of survey respondents strongly agree that AI's ability to rapidly process and analyze vast amounts of scientific literature is invaluable. By automating this daunting task, AI allows teams to stay at the cutting edge of scientific knowledge, ensuring they have the latest insights at their fingertips.
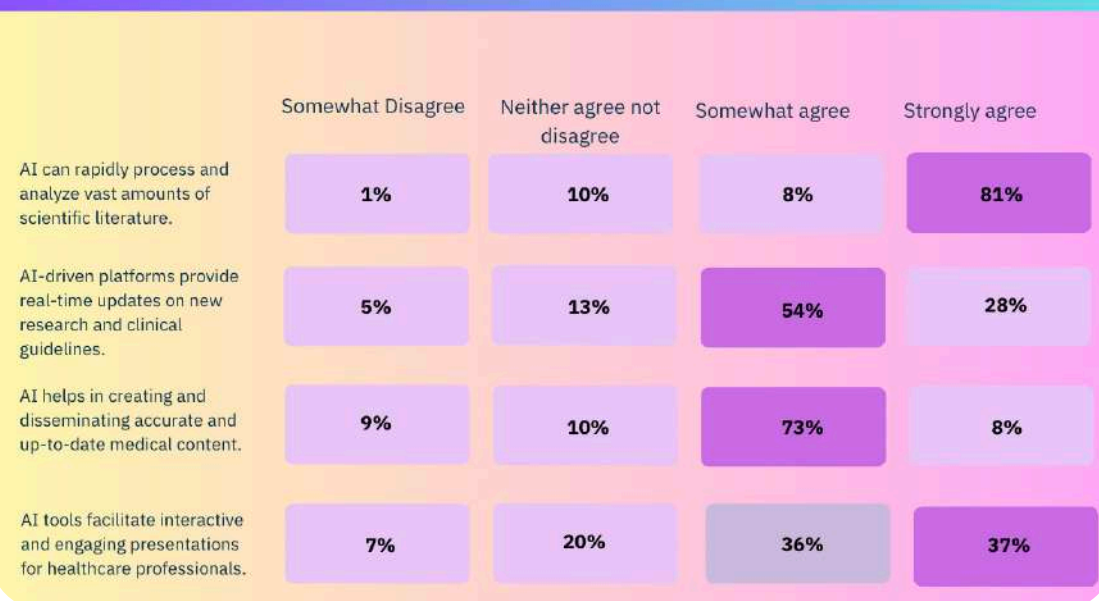
Another significant advantage of AI is its ability to help in creating and disseminating accurate and up-to-date medical content. With 73% of respondents agreeing with this, it's clear that AI tools are instrumental in ensuring that HCPs receive timely and precise information, which is crucial for patient care and decision-making.

In an industry where every second counts, waiting for updates on new research and clinical guidelines can be a bottleneck. AI-driven platforms solve this by delivering real-time updates, keeping teams in the loop as new information emerges. While 28% of respondents strongly agree with this benefit, an additional 54% somewhat agree, highlighting the growing reliance on AI to provide timely and critical information without the delays of traditional methods.

Finally, AI tools are appreciated for their role in facilitating interactive and engaging presentations for HCPs. While 36% somewhat agree with this benefit, 37% strongly agree, indicating that AI-enhanced presentations can significantly improve the communication of complex medical information.

A significant portion of respondents recognize the value of AI tools in crafting presentations that not only inform but also captivate their audience, facilitating better understanding and retention of complex data.

How does AI enable medical affairs teams to stay updated with the latest scientific advancements and effectively communicate medical information to HCPs?	Somewhat Disagree	Neither agree not disagree	Somewhat agree	Strongly agree
AI can rapidly process and analyze vast amounts of scientific literature.	1%	10%	8%	81%
AI-driven platforms provide real-time updates on new research and clinical guidelines.	5%	13%	54%	28%
AI helps in creating and disseminating accurate and up-to-date medical content.	9%	10%	73%	8%
AI tools facilitate interactive and engaging presentations for healthcare professionals.	7%	20%	36%	37%

Addressing Key Pain Points

Commercial and medical affairs teams are facing several pressing challenges that impact their efficiency and effectiveness. According to this survey findings, Gen AI is emerging as a powerful tool to tackle these pain points, offering transformative solutions across various operational areas.

One of the most significant challenges identified is the inefficiency in coordinating and managing omni-channel marketing campaigns. Over half of the survey respondents pointed to this issue as a major hurdle. Time-consuming and repetitive tasks are also a significant concern. AI can automate these tasks, freeing up team members to focus on more strategic activities, thereby boosting productivity and innovation.

Personalizing communication and educational materials remains a challenge for nearly half of the respondents. AI can process and analyze scientific literature quickly, ensuring teams remain informed about the latest developments. Handling and analyzing large datasets efficiently is also a major pain point. AI's data integration and analytics capabilities provide actionable insights that support better decision-making.

In your experience, what are the primary pain points or challenges faced by commercial and medical affairs teams that Generative AI has the potential to address?

Challenge	Percentage
Difficulty in keeping up with the rapid pace of scientific advancements.	56%
Challenges in personalizing communication and educational materials for different audiences.	53%
Inefficiencies in managing and analyzing large datasets for actionable insights.	45%
Time-consuming and repetitive tasks that reduce productivity and innovation.	27%
Inefficiencies in coordinating and managing omni-channel marketing campaigns.	22%
All of the above.	9%

As Romika observes,

"Any new technology leads to internal resistance or fears about job security."

To address this, organizations need robust change management strategies that include educating staff about AI's role in augmenting their work rather than replacing it. Providing clear examples of how AI can enhance efficiency and job satisfaction helps mitigate concerns and foster a positive mindset. Data management is another significant challenge.

Michael highlights the issue of establishing a solid data foundation, stating,

"Building the actual solutions requires a data foundation that is well-organized and formatted correctly."

Inconsistent or fragmented data sources can impede AI's effectiveness. To counter this, organizations are investing in consolidating data systems and ensuring data quality, which is crucial for effective AI implementation. Compliance, especially in highly regulated industries, is a critical concern.

Erasmus notes,

"The main challenge is always compliance."

Companies are addressing this by developing internal AI models that adhere to regulatory standards, ensuring that sensitive data is handled properly while still benefiting from AI's capabilities. Education and expectations management also pose challenges.

As Marco points out,

"Understanding what AI can do and how it changes existing workflows is crucial."

Organizations are focusing on training programs to help teams grasp AI's potential and adapt their processes accordingly.

Emma emphasizes the importance of involving subject matter experts from the start, saying,

"AI projects need bottom-up involvement to succeed."

Engaging these experts in defining the technology's application ensures that AI solutions are practical and well-integrated into existing workflows. This approach not only enhances the effectiveness of AI but also secures broader buy-in from the team.

Florent mentions that managing expectations is key:

"People want AI to deliver immediate results, but it requires time to develop and refine."

Setting realistic goals and educating stakeholders about AI's learning curve helps manage expectations and fosters a more patient approach to innovation.

Chris highlighted that,

„While AI capabilities are advancing rapidly, companies struggle to adopt them due to the tools not being enhanced to integrate AI fully.

He noted that the gap between what's possible with AI and what's actually in use is widening.

Overcoming Resistance to AI

The survey reveals that resistance to AI adoption primarily stems from a lack of understanding of its benefits, with 53% of respondents identifying this as a key barrier. Other concerns include data security, job displacement, and skepticism about AI accuracy. This resistance indicates a need for targeted education and demonstration of AI's value to facilitate broader acceptance and integration within teams.

Have you encountered any resistance to adopting AI within commercial or medical teams?

|	
Yes, due to lack of understanding of AI benefits	53%
Yes, due to skepticism about AI accuracy	25%
No, there has been no resistance	18%
Yes, due to concerns about data security	7%
Yes, due to fear of job displacement	6%
All of the above	3%

Valuable Capabilities of Generative AI

When asked about the most valuable capabilities of Generative AI, predictive analytics emerged as a top priority for 63% of respondents. This reflects its importance in forecasting trends and optimizing marketing strategies. Content generation and data integration were also highlighted by 37% of participants each, underlining their role in creating personalized materials and supporting comprehensive decision-making. NLP was noted by 27% of respondents for its ability to analyze and summarize complex texts, though it was less emphasized compared to predictive analytics.

What specific capabilities of Generative AI do you believe are most valuable for commercial and medical teams?

Predictive analytics for forecasting trends and optimizing marketing strategies.
63%

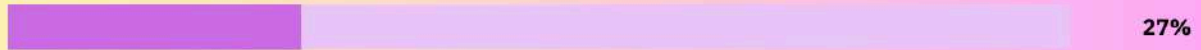Content generation for creating personalized educational materials and marketing content.
37%
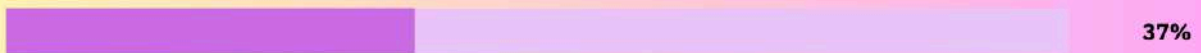
Data integration and analysis for providing comprehensive insights and supporting data-driven decision-making.
35%

Natural language processing (NLP) for analyzing and summarizing complex scientific texts and customer interactions.
27%

IV. Use Cases of AI and LLM in Commercial and Medical

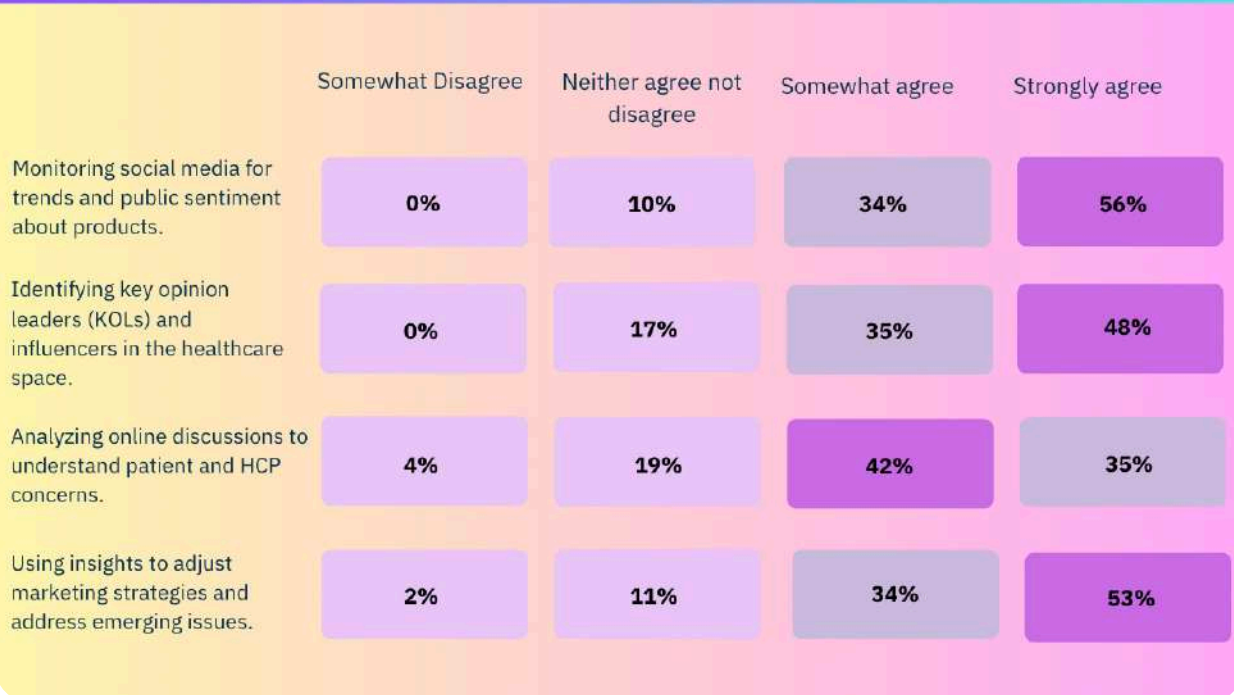# Harnessing AI-Driven Social Media Insights to Shape Pharma Strategies

Social media and online platforms have become treasure troves of information, offering real-time insights into public sentiment and emerging trends. For commercial and medical teams in the pharmaceutical sector, AI-driven analysis of these platforms is proving to be a powerful tool for shaping strategies.

The ability to monitor social media for trends and public sentiment about products is one of the most valued aspects of AI-driven insights according to survey respondents.

Identifying KOLs and influencers in the healthcare space is another key benefit of AI-driven insights. By pinpointing the most influential voices, pharma companies can strategically engage with these individuals to amplify their message and build credibility within the healthcare community.

AI's ability to analyze online discussions and uncover patient and HCP concerns is also highly regarded. Perhaps most critically, AI-driven insights allow teams to adjust marketing strategies and address emerging issues with agility.

How can AI-driven insights from social media and online platforms inform commercial and medical teams strategies?

	Somewhat Disagree	Neither agree not disagree	Somewhat agree	Strongly agree
Monitoring social media for trends and public sentiment about products.	0%	10%	34%	56%
Identifying key opinion leaders (KOLs) and influencers in the healthcare space.	0%	17%	35%	48%
Analyzing online discussions to understand patient and HCP concerns.	4%	19%	42%	35%
Using insights to adjust marketing strategies and address emerging issues.	2%	11%	34%	53%

AI tools have the capability to analyze vast amounts of data from social media and online platforms, identifying trends and sentiments that can inform strategies.

Almudena highlights the use of predictive models and next-best actions (NBAs) as a means to leverage these insights effectively.

"Predictive models are instrumental in anticipating patient needs and HCP concerns based on online trends."

Florent provides a more critical perspective, emphasizing the challenges of using social media data.

"There is so much noise and fake information on social media that AI struggles to distinguish between what's true and what's not."

He also raises concerns about the accuracy of AI in detecting and reporting adverse events, which are critical for pharmacovigilance.

"Ensuring that all adverse events are accurately identified and reported by AI remains a significant challenge."

Romika points out that the use of social media insights is often constrained by regulatory restrictions.

"Analyzing social media trends is challenging due to regulations and restrictions that vary by market."

For instance, platforms like WhatsApp are subject to different rules across Europe, limiting their use for gathering insights. Instead, her team focuses on data from marketing automation and web interactions to understand customer preferences and optimize strategies.

Zehra notes that her team's approach is more localized.

"We are more driven by local insights rather than broad social media data,"

This localized focus helps in tailoring strategies that align closely with specific regional needs and regulations.

Chris noted that,

"AI makes it easier to gain insights into HCP and patient needs, but the challenge lies in aligning strategies within-market conditions."

He added that AI-driven customer listening programs can help identify trends and audiences, enabling better market segmentation beyond just prescribing activity.

The Importance of AI in Identifying and Leveraging KOLs

This report underscores the strategic role of AI in identifying and leveraging KOLs within the pharma and healthcare sectors. Mapping influence and reach tops the list of priorities, focusing on data-driven insights to guide engagement efforts. While tracking sentiment and measuring impact are also valued, facilitating collaborations is seen as a supplementary function.

AI plays a role in identifying and leveraging KOLs and influencers within the pharmaceutical and healthcare industries. Which of the ones offered is the most important for you?

Mapping the influence and reach of potential KOLs based on data analysis. — 64%

Tracking KOL engagement and sentiment towards products and brands. — 45%

Measuring the impact of KOL activities on brand perception and market penetration. — 27%

Facilitating collaborations and partnerships with relevant influencers. — 9%

AI's role in mapping the influence and reach of potential KOLs is seen as the most critical. AI helps companies target their engagement efforts more effectively, ensuring they connect with the right voices to enhance their brand's credibility and influence. Tracking KOL engagement and sentiment towards products and brands is also highly valued, with 45% of respondents recognizing its significance. While measuring the impact of KOL activities on brand perception and market penetration is less emphasized, 27% of respondents still consider it important.
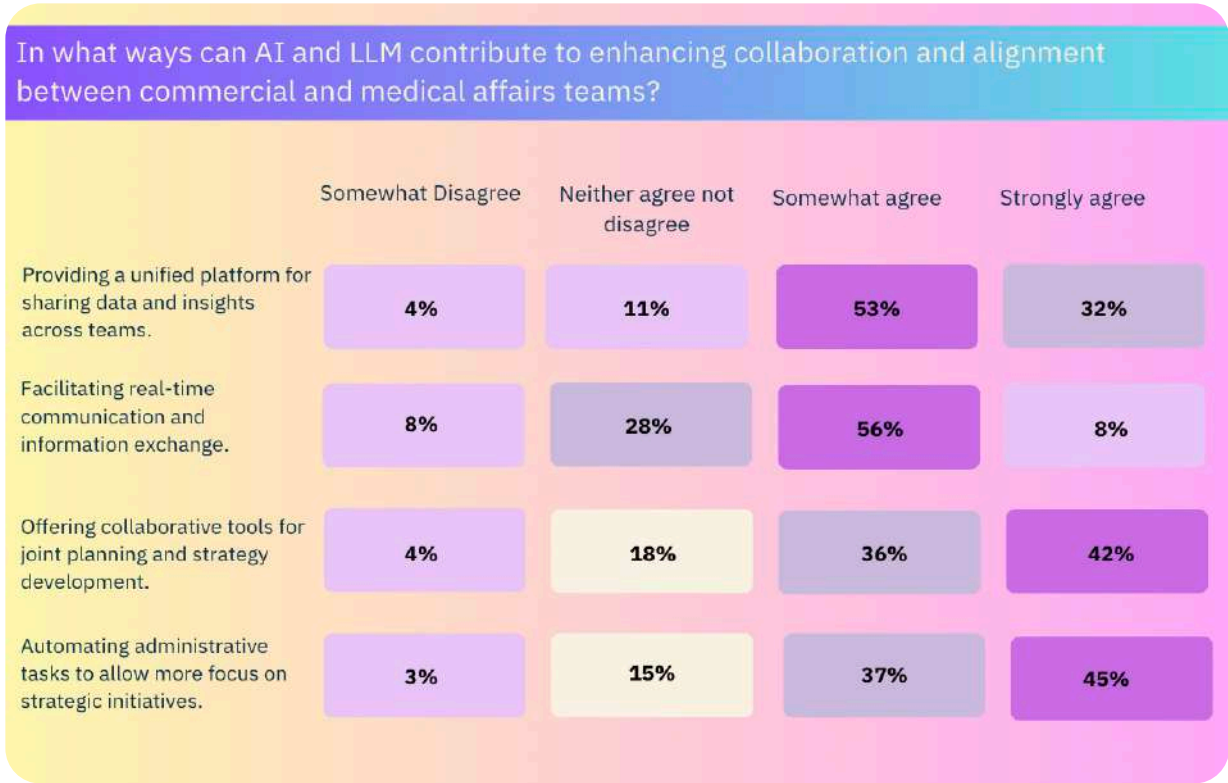
This aspect of AI helps companies assess how KOL endorsements and activities influence brand reputation and market performance, providing valuable feedback for refining marketing strategies. Facilitating collaborations and partnerships with relevant influencers is viewed as less critical, with only 9% of respondents highlighting its importance. However, this feature remains valuable for building strategic alliances and enhancing brand visibility through effective influencer partnerships.

V. Merging Commercial and Medical

Enhancing Collaboration Between Commercial and Medical Affairs Teams with AI and LLMs

One of the most significant contributions of AI and LLMs is their ability to provide a unified platform for sharing data and insights across teams. A strong majority of respondents agree on this benefit. AI and LLMs also play a crucial role in facilitating real-time communication and information exchange between teams. While 28% of respondents neither agree nor disagree, a notable 56% somewhat agree that these technologies improve communication flow.

Offering collaborative tools for joint planning and strategy development is another area where AI and LLMs can make a difference. This is supported by 78% of respondents. Finally, AI and LLMs are recognized for their ability to automate administrative tasks, allowing teams to focus more on strategic initiatives. This aspect is highly valued, with 78% of respondents agreeing. By reducing the time spent on routine tasks, AI frees up resources for more critical, strategic work, enhancing overall productivity and collaboration.

In what ways can AI and LLM contribute to enhancing collaboration and alignment between commercial and medical affairs teams?

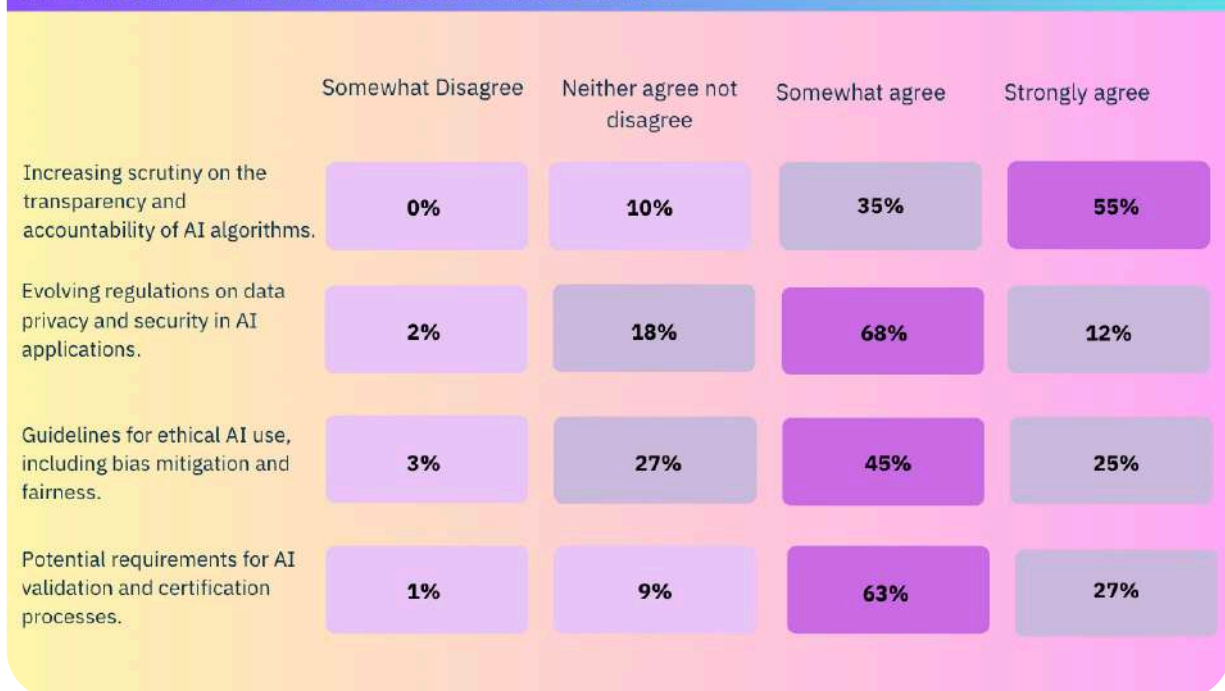|	Somewhat Disagree	Neither agree not disagree	Somewhat agree	Strongly agree
Providing a unified platform for sharing data and insights across teams.	4%	11%	53%	32%
Facilitating real-time communication and information exchange.	8%	28%	56%	8%
Offering collaborative tools for joint planning and strategy development.	4%	18%	36%	42%
Automating administrative tasks to allow more focus on strategic initiatives.	3%	15%	37%	45%

Regulatory Changes on the Horizon: AI and LLM in Commercial and Medical Affairs

As AI and LLMs become more embedded in commercial and medical affairs, regulatory landscapes are expected to evolve significantly. The pharmaceutical industry is bracing for significant regulatory changes as AI and LLM technologies continue to integrate into commercial and medical affairs. These anticipated regulations around transparency, data privacy, ethical use, and validation will play a crucial role in shaping how these technologies are adopted and utilized in the future.

The demand for greater transparency and accountability of AI algorithms is a significant concern, with 90% of respondents agreeing that it will face increased scrutiny. Data privacy and security in AI are also expected to see tighter regulations, as 80% of respondents anticipate stricter oversight. Additionally, 90% of respondents expect new ethical guidelines and potential AI validation processes, highlighting the growing emphasis on ensuring fairness, reliability, and compliance in AI applications.

What regulatory considerations or changes do you foresee in relation to the use of AI and LLM in commercial and medical affairs activities?

	Somewhat Disagree	Neither agree not disagree	Somewhat agree	Strongly agree
Increasing scrutiny on the transparency and accountability of AI algorithms.	0%	10%	35%	55%
Evolving regulations on data privacy and security in AI applications.	2%	18%	68%	12%
Guidelines for ethical AI use, including bias mitigation and fairness.	3%	27%	45%	25%
Potential requirements for AI validation and certification processes.	1%	9%	63%	27%

VI. Future Outlook

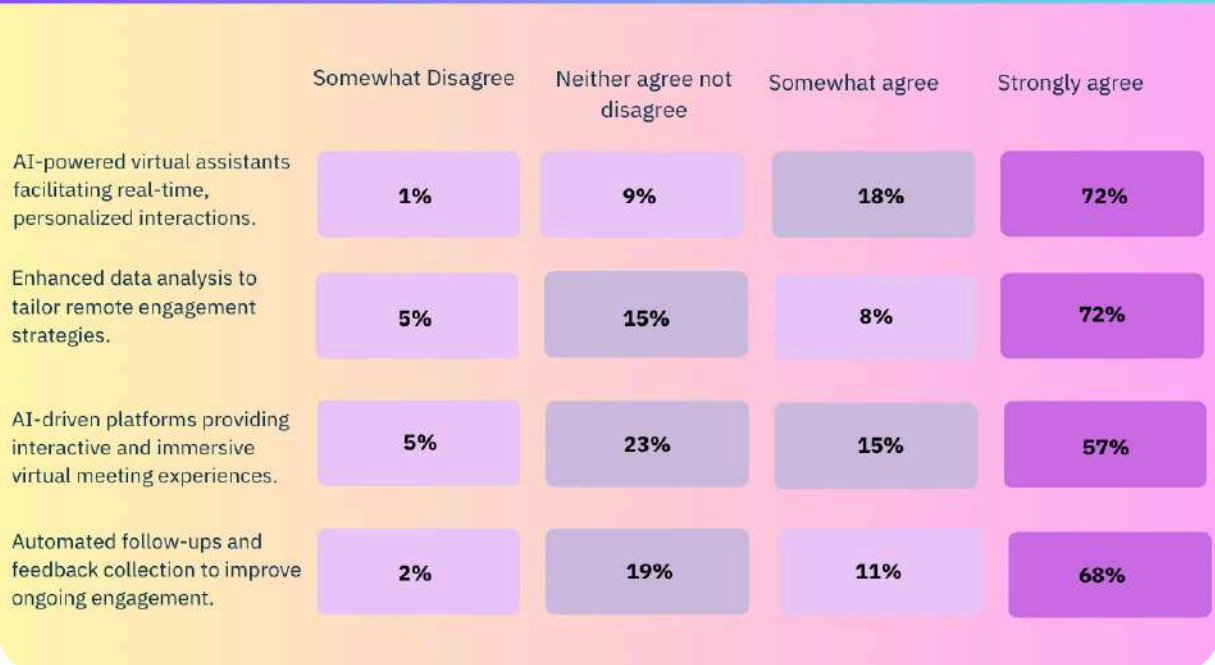# The Evolving Role of AI in Remote Engagement with HCPs

As AI continues to evolve, it will likely become a meaningful tool for pharma companies and medical teams striving to maintain strong, effective relationships with HCPs in a digital-first world.

AI-powered virtual assistants are seen as game-changers in facilitating real-time, personalized interactions with HCPs. These virtual assistants could revolutionize how pharmaceutical companies and medical teams interact with HCPs.

Enhanced data analysis is another area where AI is expected to make a substantial impact. A notable 72% of respondents strongly agree that AI will be pivotal in tailoring remote engagement strategies. The potential of AI-driven platforms to provide interactive and immersive virtual meeting experiences is also recognized, though with slightly less consensus. This suggests that while there is optimism about AI's ability to enhance virtual meetings, there may still be some uncertainty about how these platforms will evolve and be adopted.

Finally, the ability of AI to automate follow-ups and feedback collection is seen as another critical development. A significant 68% of respondents strongly agree that this will improve ongoing engagement with HCPs. Automation in this area could ensure that no interaction is left unattended, helping to maintain continuous and meaningful communication with HCPs.

How do you envision the role of AI evolving in supporting remote engagement and virtual interactions with HCPs?

	Somewhat Disagree	Neither agree not disagree	Somewhat agree	Strongly agree
AI-powered virtual assistants facilitating real-time, personalized interactions.	1%	9%	18%	72%
Enhanced data analysis to tailor remote engagement strategies.	5%	15%	8%	72%
AI-driven platforms providing interactive and immersive virtual meeting experiences.	5%	23%	15%	57%
Automated follow-ups and feedback collection to improve ongoing engagement.	2%	19%	11%	68%

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AI is poised to revolutionize the way teams interact with HCPs by personalizing content and automating follow-up communications.

As Romika notes,

"AI-driven insights can tailor content to HCP preferences and automate follow-ups, creating a seamless interaction."

This capability ensures that each virtual meeting or communication is relevant and highly personalized, improving engagement and effectiveness. Another area where AI can make a significant impact is in optimizing the scheduling and management of virtual meetings.

For instance, Marco highlights that,

„some CRM solutions now offer AI features that provide briefings of main talking points and insights based on previous interactions."

Such tools can prepare representatives with crucial information before meetings, enhancing their ability to engage effectively with HCPs.

As Romika describes, once a solid data foundation is established,

AI can layer "insights on top of CRM data,"

enabling an omnichannel customer experience and more personalized interactions. Such tools can prepare representatives with crucial information before meetings, enhancing their ability to engage effectively with HCPs.

Erasmus emphasizes the potential for AI to

"be smarter around how we use our time"

by analyzing HCPs' scheduling preferences and availability. This helps in efficiently planning meetings and ensures that interactions are timely and convenient for HCPs. Several innovative AI-driven tools are emerging to support virtual engagements.

Florent points out the promise of AI in competitive intelligence and learning management:

"AI can scan databases and provide insights on competitive activities."

He explains, which can be invaluable for strategic planning and understanding market dynamics. Additionally, AI-driven systems are being developed to curate learning curriculums, facilitating rapid internal upskilling and knowledge acquisition. AI's ability to integrate with CRM systems and analyze data is another significant advantage.

Chris explained that,

„the shift from point solutions to platforms, supports a broader range of customer interactions and organizational collaboration."

He highlighted how tools integrate using GenAI capabilities to enhance virtual engagements without needing additional tools or extensive training.

The Future of Commercial Teams: Will Generative AI Replace Key Tasks?

AI is likely to reshape certain tasks within commercial teams, particularly in market analysis, sales forecasting, and content creation, there is still a belief in the enduring value of human expertise, especially in areas that require personal interaction and strategic thinking.
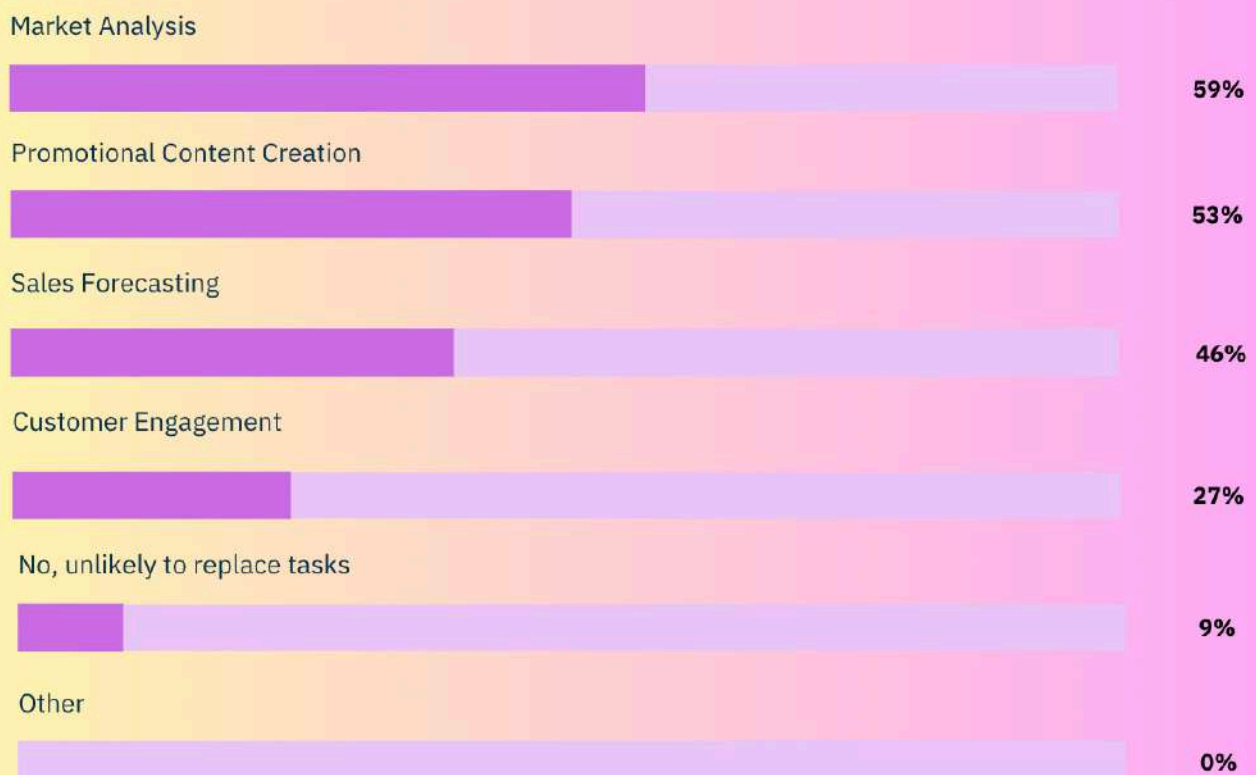
A significant portion of respondents believe that generative AI is poised to take over some critical functions. Market analysis and promotional content creation top the list. Also, the ability of AI to process vast amounts of data quickly and generate insights makes it a strong candidate for market analysis.

Sales forecasting is another area where AI might make significant inroads. The predictive capabilities of AI, driven by complex algorithms and real-time data processing, could enhance the accuracy and efficiency of sales forecasts, reducing the need for human intervention in this area.

When it comes to customer engagement, only 27% of respondents believe AI could replace human involvement in this area. This reflects the ongoing importance of personal touch and relationship management, which are still seen as critical to successful customer engagement strategies.

Interestingly, 9% of respondents expressed skepticism about AI's ability to replace any of these tasks, suggesting that while AI has its strengths, there are certain aspects of commercial roles that may remain uniquely human.

Do you see generative AI eventually replacing some of the tasks currently performed by commercial teams? If so, which ones?

Task	Percentage
Market Analysis	59%
Promotional Content Creation	53%
Sales Forecasting	46%
Customer Engagement	27%
No, unlikely to replace tasks	9%
Other	0%

As Almudena points out,

"AI is particularly suited for content copywriting, translation, and campaign building."

Generative AI can streamline these processes by quickly producing high-quality content and handling repetitive tasks such as content approval and adaptation. This allows teams to focus on strategic and creative aspects rather than getting slowed down by routine work. AI is also expected to take over various administrative functions.

Michael highlights that,

"tasks like tagging content and managing administrative details are prime candidates for AI automation."

By offloading these time-consuming activities to AI, teams can concentrate on higher-value tasks such as strategy development and creative ideation. In commercial operations, AI can enhance customer interactions by automating responses to common queries and drafting initial communications.

Romika notes,

"Generative AI will help in drafting responses and generating tailor-made content efficiently."

This capability not only speeds up communication but also ensures consistency and accuracy across different markets. In the medical field, AI's potential extends to patient education and support.

Emma envisions the use of

"AI nurse technology" to assist patients with questions and improve their understanding of medical terms."

Additionally, AI can help in developing digital twins for predictive modeling and treatment planning, offering a sophisticated approach to patient care. To effectively manage the transition to AI-driven tasks, several strategies are essential.

Marco emphasizes the need for

"education and reimagining processes."

Teams must be educated about AI's role and reconfigured workflows to leverage AI's capabilities fully.

Florent adds:

"Managing expectations and setting realistic goals is crucial."

By piloting AI projects and iterating based on results, organizations can avoid disillusionment and ensure that AI delivers tangible value.

Zehra also stresses the importance of integrating AI into end-to-end workflows,

"AI can aid in basic model building and content creation, but it requires thorough integration into existing systems."

This holistic approach ensures that AI solutions are not implemented in isolation but are part of a cohesive strategy that enhances overall efficiency.

Chris highlighted that

„generative AI is well-suited to summarizing and interpreting large amounts of data, potentially replacing Next Best Action programs with more dynamic, natural language-driven approaches."

He added that simpler tasks like content recommendations, call objectives, and customer selection are likely to be automated first.

The Role of Generative AI in Medical Teams: Will It Replace Key Tasks?

As gen AI technology advances, its potential to revolutionize the roles within medical teams is becoming a topic of increasing interest. This report highlights the areas where AI is most likely to take over tasks traditionally performed by medical professionals.
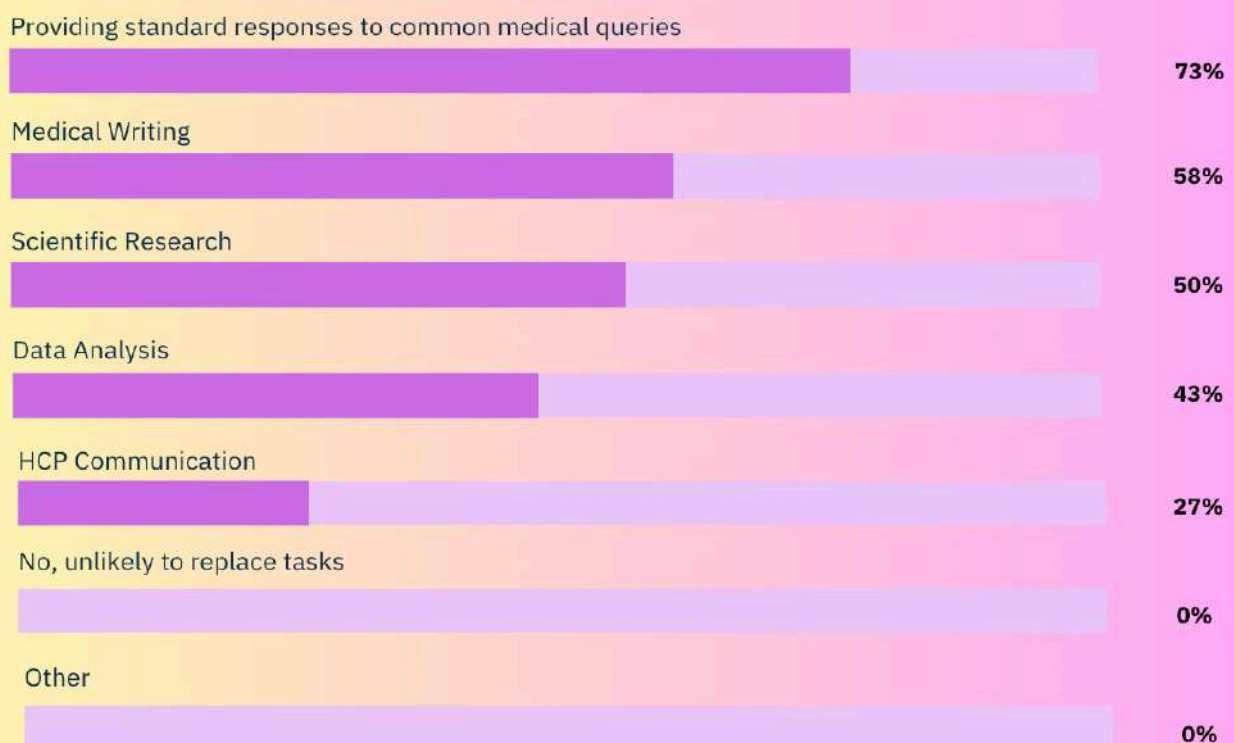
Standard responses and medical writing are tasks most likely to be automated by generative AI providing standard responses to common medical queries. Close behind is medical writing, where 58% of respondents see AI playing a significant role. AI's ability to rapidly generate and format content based on existing data could streamline the production of medical documents, reports, and publications, making the process faster and potentially more accurate.

Scientific research is another area where AI could have a major impact, with 50% of respondents believing it might replace some human tasks. AI's capacity for analyzing vast datasets and identifying patterns that might not be immediately apparent to humans could revolutionize research methodologies.

Data analysis is seen as another key area for AI integration, with 43% of respondents predicting that AI will take over this function. When it comes to HCP communication, AI's role is viewed with more caution. Only 27% of respondents believe AI could replace human interaction in this area, indicating that the personal, relationship-driven nature of HCP communication is still valued.

Interestingly, none of the respondents believe that AI is unlikely to replace tasks within medical teams.

Do you see generative AI eventually replacing some of the tasks currently performed by medical teams? If so, which ones?

Task	Percentage
Providing standard responses to common medical queries	73%
Medical Writing	58%
Scientific Research	50%
Data Analysis	43%
HCP Communication	27%
No, unlikely to replace tasks	0%
Other	0%

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Marco highlights the inevitability of this shift, stating,

"AI will absolutely replace tasks in commercial and medical teams. The tasks more likely to be automated are those that are what I call 'brute force'—taking notes, preparing meetings, doing presentations, and content creation."

These are tasks that do not require deep strategic thinking and can be easily handled by AI, allowing human professionals to concentrate on more complex and creative endeavors.

Florent adds that,

AI's impact will be "massive," particularly in areas like competitive intelligence, segmentation, and targeting.

These tasks, traditionally managed by humans, will be handled in real-time by AI, allowing for more dynamic and multi-dimensional analysis. He suggests that AI will take over, "the groundwork and execution," while humans will take on supervisory roles, ensuring that AI's work aligns with broader business goals.

Chris explained that

„AI will automate tasks by dynamically defining processes to achieve specific outcomes, enhancing personalization and coordination across teams."

While AI will impact deeper functions like segmentation and insight generation, tasks in customer-facing roles may see slower adoption due to compliance concerns.

Romika echoes this sentiment, pointing out that AI can effectively handle

"routine tasks like data entry, scheduling, and even certain levels of targeting and segmentation."

She emphasizes that AI can drive insights from clean data, such as KOL insights and HCP interactions, saving significant time for commercial teams.

Emma also sees AI playing a crucial role in content-related tasks.

"The future of content creation, even call centers, presents opportunities for automation."

Tasks like content review and report collation, which are currently time-consuming, could be significantly streamlined with AI. Emma envisions a future where AI tools reduce the need for manual report generation, freeing up professionals to focus on strategic decision-making.While AI will undoubtedly automate many tasks, the human element will remain essential, albeit in a different capacity.

"Roles will just change,"

Emma notes.

"You still need someone to de-sign the right prompt, define the right content, or build the template in the first place."

This shift means that while tasks become automated, the role of professionals will evolve toward overseeing AI outputs, ensuring accuracy, and making strategic decisions based on AI-generated insights.
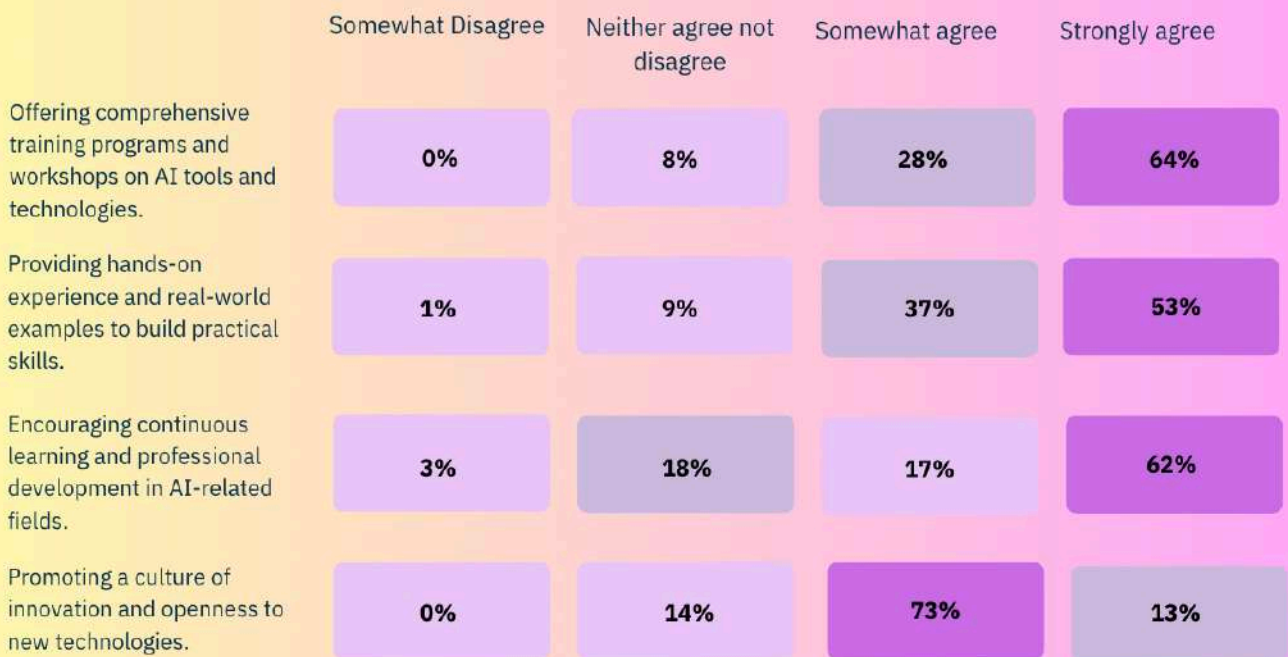
Bridging the AI Skills Gap: Effective Training Strategies

A significant 64% of respondents emphasize the importance of offering comprehensive AI training programs, highlighting the need for both theoretical knowledge and practical, hands-on experience. 62% strongly agree that continuous learning in AI is essential, reflecting the necessity of ongoing education to keep pace with the rapidly evolving field.

Moreover, 73% of respondents believe that fostering a culture of innovation and openness to new technologies is crucial for teams to effectively leverage AI tools.

By implementing structured training, promoting hands-on learning, and encouraging innovation, organizations can ensure their teams are well-equipped to harness AI's power and drive future success.

How can we train people to use AI effectively and bridge the skills gap?

	Somewhat Disagree	Neither agree not disagree	Somewhat agree	Strongly agree
Offering comprehensive training programs and workshops on AI tools and technologies.	0%	8%	28%	64%
Providing hands-on experience and real-world examples to build practical skills.	1%	9%	37%	53%
Encouraging continuous learning and professional development in AI-related fields.	3%	18%	17%	62%
Promoting a culture of innovation and openness to new technologies.	0%	14%	73%	13%

To address the AI skills gap, companies are focusing on clear communication, tailored training, and fostering AI adoption across roles.

Almudena emphasized the need to clarify how roles will evolve and the competencies required, while Romika highlighted the importance of educating employees on AI's benefits, supported by internal champions.

Erasmus noted that

„AI training is already happening, but there's still room for growth, with broader efforts planned."

Marco stressed that

„addressing the skills gap requires hands-on engagement, helping employees learn to ask the right questions of the technology."

Emma suggested

„integrating AI into daily tasks through just-in-time training and crowdsourcing insights to demystify AI."

Florent explained that

„ teams are receiving role-specific AI training, with ongoing support",

while Zehra highlighted

„the need for selective training tailored to specific personas and ensuring a shared language in analytics."

Finally, Chris pointed out that

„while reps don't need to be Data Scientists, they should understand AI fundamentals and receive strong training, especially in compliance-sensitive areas where judgment is crucial."

VII. Conclusion

The integration of AI, particularly Generative AI, is transforming the pharmaceutical industry, especially within commercial and medical affairs teams. AI enhances customer engagement by providing personalized recommendations, improving customer support, and offering insights into customer preferences. For medical teams, AI helps manage vast amounts of scientific literature, supports content creation, and enhances presentations, thereby keeping teams updated with the latest advancements.

Despite its benefits, AI adoption faces resistance due to concerns over data security, job displacement, and the need for understanding its advantages. Moving forward, AI is expected to play a pivotal role in optimizing remote engagement, automating routine tasks, and shaping future regulatory landscapes, while still recognizing the enduring importance of human expertise in areas requiring personal interaction and strategic thinking.

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About NEXT Pharma Summit

NEXT Pharma Summit is a global initiative dedicated to pharma peers passionate about Digital, Commercial, Medical Affairs, Tech and more. At NEXT we understand that pharma is shaping and redefining its purpose due the heavy transformation process, and we want to lead and inspire.

NEXT Pharma Summit bridges commercial, marketing, sales, digital and patient engagement speakers and keynotes for pharmaceuticals. Our mission is to be the main summit and authority for commercial and medical Pharma present models and future trends. NEXT Pharma Summit includes a special track "out-of-the-box" in which leaders and influencers from other industries (agencies, blockchain, VR, AR and more) share their expertise and experiences. NEXT is the ultimate event for CX, commercial excellence, marketing, and medical affairs leaders who want to design better engagement outcomes with HCPs and other stakeholders. NEXT truly brings together the people and companies redefining the global Pharma industry.

About EXEEVO

Exeevo is committed to making a meaningful impact on the Life Sciences industry by building trust and advancing customer success. While the company's scale, diversity, and industry experience are impressive, these factors are secondary to their core mission. When considering what distinguishes Exeevo, the answer lies in the many instances where the company has empowered clients, employees, and broader communities within the Life Sciences sector to achieve significant objectives, solve complex problems, and make substantial advancements.

Exeevo leverages the power of its Omnipresence Copilot CRM and its customized solutions to provide a competitive edge in Life Science CRM. The company strives for excellence in every endeavor, driven by an ambition that fuels dedication and compassion throughout its operations. This philosophy, embodied in the concept of "The Power of One," reflects Exeevo's commitment to helping clients achieve their goals, positively influencing the Life Sciences industry, and maximizing the success of communities and individuals.

What truly sets Exeevo apart is not its size, location, or the range of services offered but its collective effort under "The Power of One" to shape a brighter and better future. Exeevo is more than the sum of its parts; it embodies unity, strength, and limitless potential. The company understands the unique challenges faced by Life Sciences organizations and provides a unified platform that empowers businesses by streamlining workflows and enhancing decision-making through advanced analytics.

Whether the goal is to optimize marketing campaigns, improve customer engagement, or enhance sales efficiency, Exeevo's solutions equip Life Sciences companies with the tools needed to grow market share and elevate business performance in a competitive landscape.