# AI in Pharma

From Expermentation to Execution

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SLIPSTREAM

## 1. The End of Experimentation

As one Pharma CIO summarized at Dreamforce:

*"We're not experimenting. We want AI that drives outcomes, productivity, efficiency, and experience."*

The message was clear: we don't want a thousand flowers blooming all at once. The era of open-ended experimentation is over. Pharma leaders now demand targeted, outcome-oriented AI initiatives that solve specific business challenges and demonstrate measurable value.

AI adoption in life sciences is no longer about technological curiosity; it's about business orchestration. Success requires alignment of vision, incentives, and accountability across commercial, medical, and IT teams.

## The Consumerization of AI in Pharma

One of the most striking trends reshaping the industry is the consumerization of AI.

Recent studies show that 94% of healthcare professionals (HCPs) are either already using or planning to incorporate AI-based tools into their daily professional responsibilities and patient care. Similarly, 84% of life sciences executives expect regular human–AI collaboration within the next three years.

This mirrors the omnichannel transformation that swept through the industry a few years ago, when everyone wanted the "Amazon experience" because they were using Amazon at home. Today, everyone is using ChatGPT at home and expecting the same intuitive, intelligent experience at work.

Pharma companies that recognize this behavioral shift and design AI capabilities that match these rising expectations, will be the ones to lead the next wave of transformation.

## 2. Business Before Technology

Before transforming technology, organizations must first transform the underlying business processes. The most common pitfall in AI programs is implementing technology without rethinking how work should happen.

Companies that succeed with AI start by redesigning their processes defining decision pathways, data ownership, and collaboration models, before deploying tools. When commercial, medical, and IT teams align around shared goals and unified KPIs, AI becomes a business enabler, not a standalone initiative.

**Key Principle:**

Transform the process. Then transform the platform.

Every AI project should begin by documenting the problems it aims to solve and the KPIs by which it will be measured.

Without this rigor, ROI discussions remain subjective—and progress, intangible.

## 3. Rethinking ROI in AI

AI success isn't defined by the number of models deployed—it's measured by the improvement in performance, efficiency, and experience. The most forward-thinking pharma organizations evaluate AI ROI through three measurable dimensions:

| DIMINSION | KEY QUESTION | EXAMPLE METRICS |
|---|---|---|
| **Productivity Gain** | Are people doing more with less manual effort? | Reduction in administrative hours; increased call capacity per rep |
| **Efficiency Gain** | Are we executing faster or cheaper—or both? | Shorter cycle times; reduced data reconciliation costs |
| **User Experience** | Has the experience been reinvented, not just automated? | Improved field adoption; higher NPS for digital tools |

## 4. Readiness Questions: Before You Embark

AI is not magic, it's math, data, and intent. Before initiating a program, leaders should ask:

1. **Is there a real business problem we're solving?**

   Avoid technology in search of a use case. Define the pain point first.

2. **Is there a viable, scalable solution worth building?**

   Evaluate maturity of data, governance, and organizational readiness.

In most organizations, the answer is often "not yet." That hesitation is health, it reflects a realistic understanding of data gaps, co-ownership, and change-management needs.

## 5. Accelerating the Journey: Three Enablers

To move beyond pilots and into scale, pharma organizations must invest in three enablers:

1. **Co-Sponsorship**

   Collaboration between business and IT is the foundation for speed and sustainability.

2. **Accessible Technology**

   Democratize AI tools to empower users across roles and geographies.

3. **AI Talent**

   Build multidisciplinary teams that understand both science and systems—analysts who can translate models into medicine.

## 6. Takeaways and Outlook

The "GenAI" revolution is no longer theoretical, it's operational. From personalized medicine to predictive engagement, AI is reshaping how therapies are developed, approved, and delivered.

The rising expectations of both HCPs and industry leaders reinforce that AI is not just a technology trend, it's a behavioral shift. The same way omnichannel changed how organizations approached customer engagement, AI is redefining how people expect to interact, decide, and perform. Those who fail to adapt will find themselves outpaced by peers that do.

- Adaptation is survival. The organizations that embrace AI-enabled decision-making will define the next decade of pharma innovation.
- The business–IT divide is disappearing. The future belongs to orchestrators who can integrate strategy, data, and execution.
- Curiosity is the new skillset. Lifelong learners will thrive as patterns evolve faster than playbooks can adapt.

As the world moves inexorably toward AI-driven transformation, the imperative for pharma leaders is clear:

You may miss the first train, but make sure you catch the next one, because it's headed straight toward the future of decision-making.

### Slipstream IT is Uniquely Positioned to Help

Slipstream partners with leading life sciences organizations to design and deploy scalable AI and data strategies that drive measurable business outcomes.

With deep expertise across Veeva, Salesforce Life Sciences Cloud, and Commercial Datawarehouse. Slipstream bridges the gap between strategy, technology, and execution, helping clients accelerate their digital and AI transformation journeys.

*Slipstream is a trusted technology partner exclusively serving the Life Sciences industry. Our global team brings deep domain expertise and pragmatic, solutions that simplify complex challenges across the entire product lifecycle.*

*Delivering with speed, compliance, and foresight.*