

GenAI Training for CXOs and Senior Leadership

Three 2-hour (remote) sessions by PharmaAnalytics.ai

- 20 years of experience with US/EU/APAC clients in analytics (and now GenAI)
- Implemented AI/GenAI POCs for clients and currently consult with them in AI/GenAI
- Scaled commercial analytics for clients to enable data-driven decision-making
- Saved millions of \$\$\$ delivering state-of-the-art analytics as specialized COEs
- Developed industry-recognized training programs that drive critical thinking
- Brought cultural transformation as COO to inculcate the habit of using analytics

Outcomes Delivered (three 2-hour sessions)

Session 1: Gain a solid overview of GenAI and its applications within and outside pharma.

Session 2: Understand the various aspects involved in a GenAI strategy and its implementation.

Session 3: Become comfortable with writing good prompts and performing Deep Research through hands-on exercises relevant to your specific business context.

Session 1: GenAI Introduction

1. GenAI and traditional AI – what's the difference?
2. Gartner Hype Cycle for AI over the last few years
3. Agents and Agentic AI – why is everybody talking about this?
4. Examples across pharma and other industries
5. Success and disaster stories across industries
6. “Pharma Analytics and Insights” heatmap illustrating where GenAI makes sense
7. Submit at least 3 ideas on where you can apply GenAI to either enhance revenue or stakeholder satisfaction or increase productivity

Session 2: Why and How of GenAI

1. Do I need a GenAI strategy?
2. FOMO vs. Careful Experimentation vs. Deliberate Abstinence
3. Potential upside, downside, and the risks involved
4. AI Readiness
5. For a pharma company's Analytics and Insights arm:
 - i. Playbook for evaluating areas for GenAI
 - ii. Playbook for implementing POCs
 - iii. Productionizing
6. As a senior leader, what is the team and investment that I need?
7. As a senior leader, how do I manage expectations and risks?

Session 3: Hands-on

CASE STUDY: To be discussed (preferably tackling the most immediate pressing need)

1. Deep Research (various tools)
2. Audio Overview (NotebookLM)
3. Business Aspects (pain point, benefits, time to implement, risk)
4. Playbook Components
5. Participants sharing their screen one at a time, and running queries relevant to business

Recent Engagements in AI/GenAI

#	Projects
1	Training in GenAI for CXOs to enable them to strategize, empower their teams, and address risks and ROI , including decision analysis and game theory approach to evaluate the most relevant POCs with highest chances to scale
2	Recommending Next Best Action models for a US-based small pharma across commercial, marketing, and patient support functions to help patients access the therapy and stay adherent
3	Recommending AI/GenAI solutions to a brand's international marketing team at a large pharma based on the review of their strategy, interviews with key stakeholders, and competitor analysis
4	Translating technology-focused GenAI offering pitch deck to business stakeholder-focused for medical affairs, business analysis and insights, HEOR/RWE and others, focusing on knowledge graph differentiators for scientific + commercial data
5	Determining use-cases in AI/GenAI and trigger-based alerts in pharma commercial analytics based on overlay of various datasets such as sales, prescription, marketing campaigns, call activity, lab, claims, market access, and social media
6	GenAI documentation inputs for an LLM-based app in training commercial and medical affairs teams to address the risks, compliance, cybersecurity, regulatory, and legal aspects proactively

Recent Engagements in Pharma Analytics

#	Projects
1	Training in analytics to upskill the delivery teams and develop a data-driven decision-making mindset focusing on analytical frameworks and methodologies including segmentation, patient journey, decision analysis, game theory , etc.
2	Identification of 100% digital pharma launch analogues in the ex-US market along with market archotyping for digital omnichannel
3	Objective evaluation of data providers and influencing purchase decisions to enable better customer segmentation and targeting
4	Identification of data needs for early stage biotech in medical affairs, marketing , and sales across pre-launch, launch , and post-launch phases, and determining RWD data and providers in Europe
5	Multi-million \$ proposal to mid-sized pharma in the areas of data management, reporting/business intelligence , and analytics , covering short-term and long-term needs, including current and future trends in each area
6	Capability build-out in forecasting including pharma and consumer health
7	Clinical and Commercial KPI dashboards for early stage biotech clients across clinical operations, field reporting (rep and HO view), rep alerts, market access, call plan, IC, and advanced reporting

Contact Info

info@PharmaAnalytics.ai