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Generative AI to transform clinical development

EXECUTIVE SUMMARY

The pharma industry now has the technology to fix long-standing inefficiencies in clinical development. Companies have shown AI, in its various forms, can improve study design, site selection, patient recruitment, study protocol and document authoring and other processes that have slowed the development of life-changing medicines throughout the history of drug development. Today, the challenge is to operationalize and scale the transformational technology.

This paper examines how AI leaders are rising to the challenge. The result is a roadmap for how to shape the AI agenda at pharma companies—and a look at the rewards already being reaped by companies that have put the ideas into practice.

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PERIOD OF TIME. THAT'S WHY WE NEED TO BE PREPARED AND GET READY FOR THAT SHIFT. ORGANIZATIONS THAT SUCCESSFULLY MANAGE THE TRANSITION WILL REALLY THRIVE BECAUSE THE OPPORTUNITIES ARE JUST MIND BLOWING "

Tomas Kvedaravicius
Senior Director, R&D Generative AI Accelerator and Digital Transformation at GSK