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PLAYBOOK

Navigate to Data & AI Pharma Success:
Avoid 4 Pitfalls

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The pharmaceutical industry is leveraging data and AI innovation to drive better commercial and patient outcomes. However, navigating the complex and scientific nuances is challenging - with common traps that stall progress.

This playbook is your roadmap to success. We'll uncover four critical pitfalls that pharma companies face when implementing data and AI initiatives - and, more importantly, how to avoid them. From managing project scope to embedding a culture of experimentation, these insights are designed to help you move beyond challenges and create scalable, impactful strategies.

1
Too big, too soon

It's easy to be enthusiastic about data and AI, but jumping into a big project in a nuanced area can be overwhelming and complex, leading to stalled progress.

- Don't attempt to tackle extensive AI implementations without starting small. Diving into ambitious projects without testing on a smaller scale can waste resources and time if early assumptions prove incorrect.

- Start with a small, manageable pilot program or Proof of Concept (PoC). Test the waters with focused initiatives that allow you to learn, iterate, and adjust your strategy before scaling up.

2

Avoid Operating in a Silo – Leverage External Expertise

Isolating your data and AI efforts without learning from industry peers can lead to reinventing the wheel and missing valuable insights.

- Don't assume you have to figure everything out on your own. Ignoring the wealth of knowledge available from others who have faced similar challenges can limit your growth and delay your results.

- Talk to people ahead of you in your journey, such as peers at conferences and external partners who can share strategies and solutions. Access the Medical Affairs community or commercial market research experts to accelerate your learning curve and avoid common pitfalls.
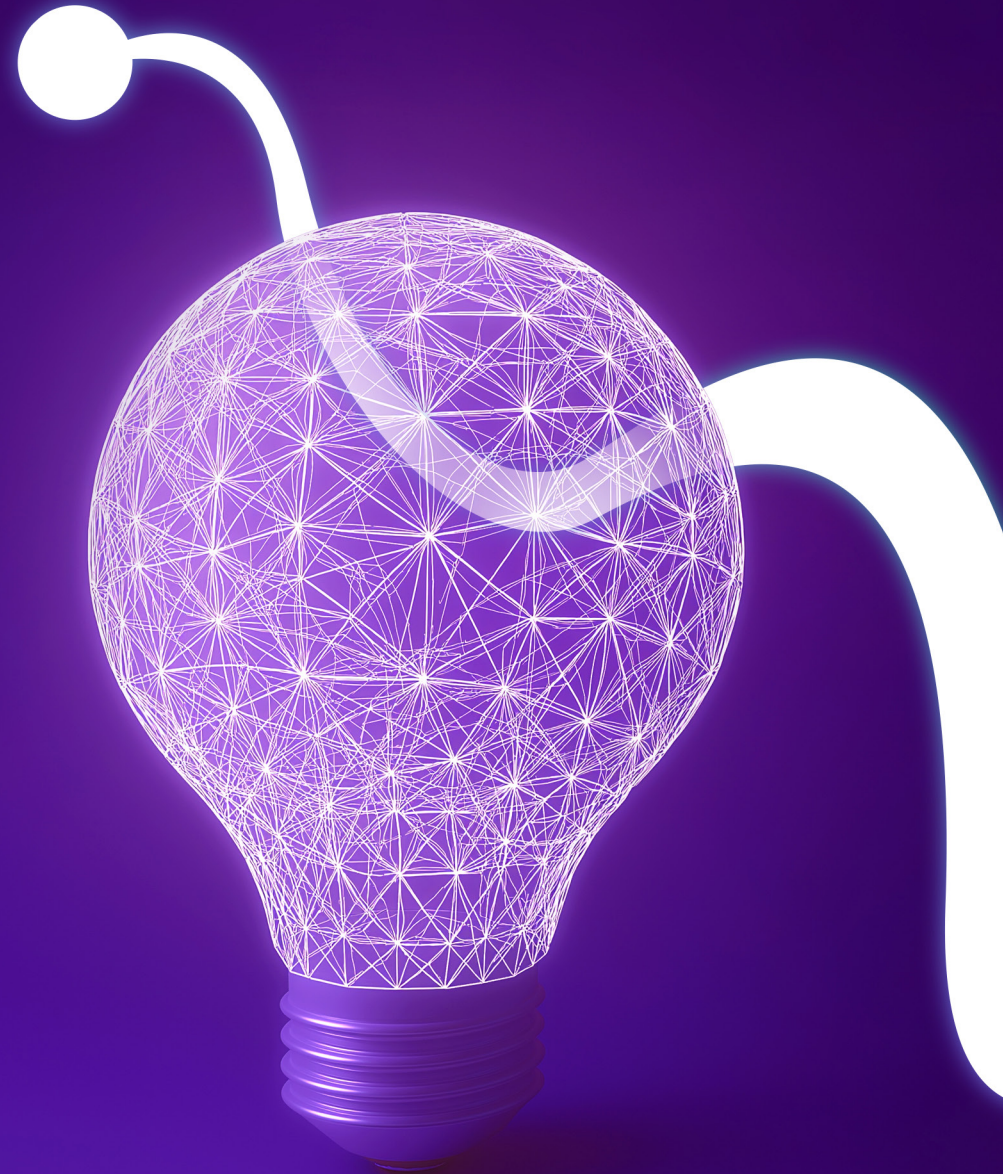
3

Avoid Launching Projects Without Clear Impact Metrics

Starting data initiatives without defined success metrics can result in wasted investment and leadership losing patience with the lack of measurable outcomes.

- Don't ignore the need for clear commercial outcomes and impact metrics. Relying on vague promises of future benefits will eventually erode stakeholder trust, especially in organizations where leadership demands tangible ROI.

- Define specific, measurable impact metrics from the start. Whether improving sales, increasing efficiency or enhancing brand equity, ensure every project is aligned with a clear business outcome for leadership support.
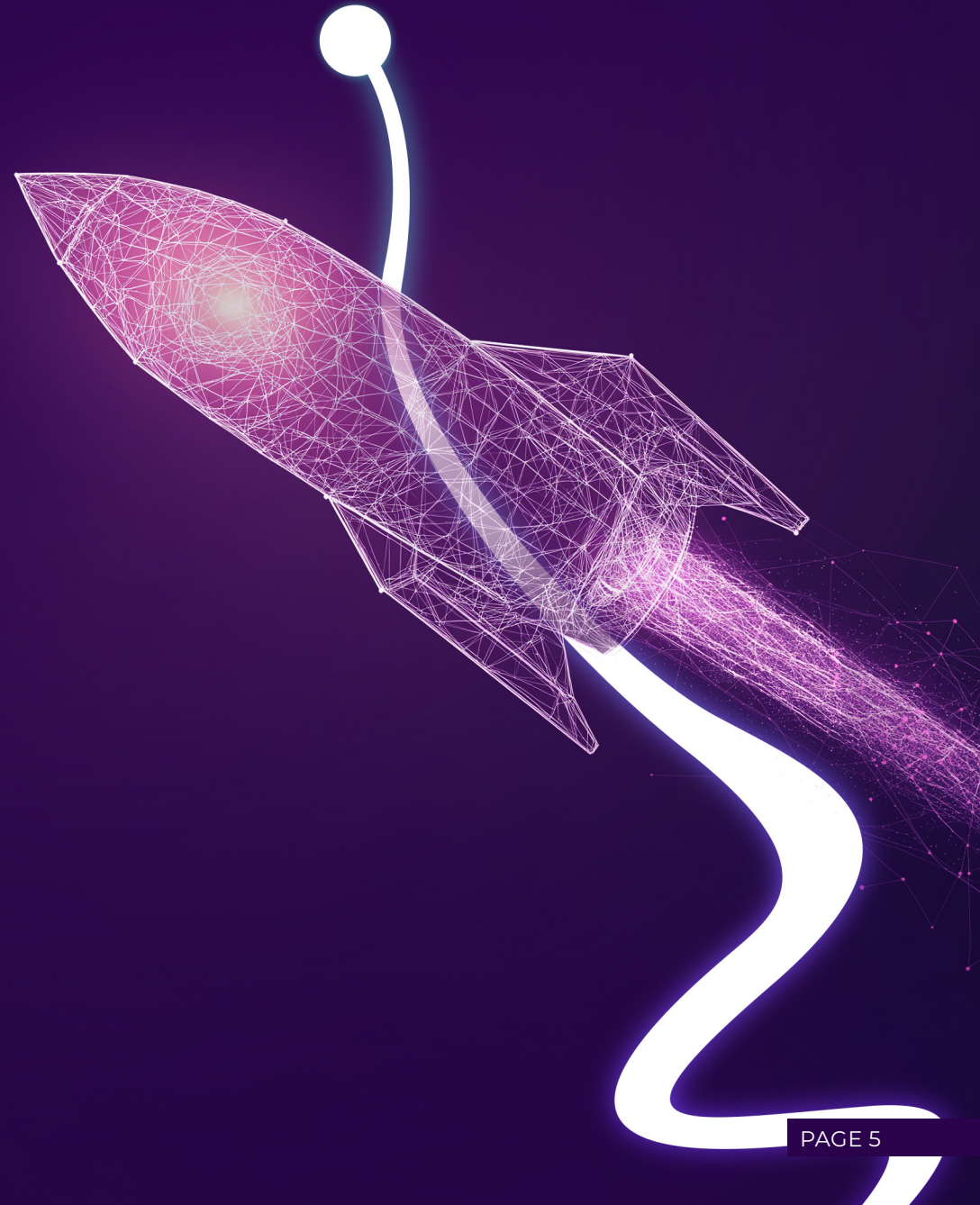
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Avoid Being Overly Cautious with Data Engagement

Although it is necessary to pause during development, hesitating to engage with your data due to fear of its complexity or even a slight inaccuracy can prevent your organization from realizing the full benefits of AI.

- Don't be paralyzed by the idea that your data isn't imperfect or your teams aren't ready. Waiting too long to act can cause missed opportunities, especially in rapidly evolving industries.

- Embed a culture of experimentation and embracing initial uncertainty while working to enhance data accuracy and embed change management.
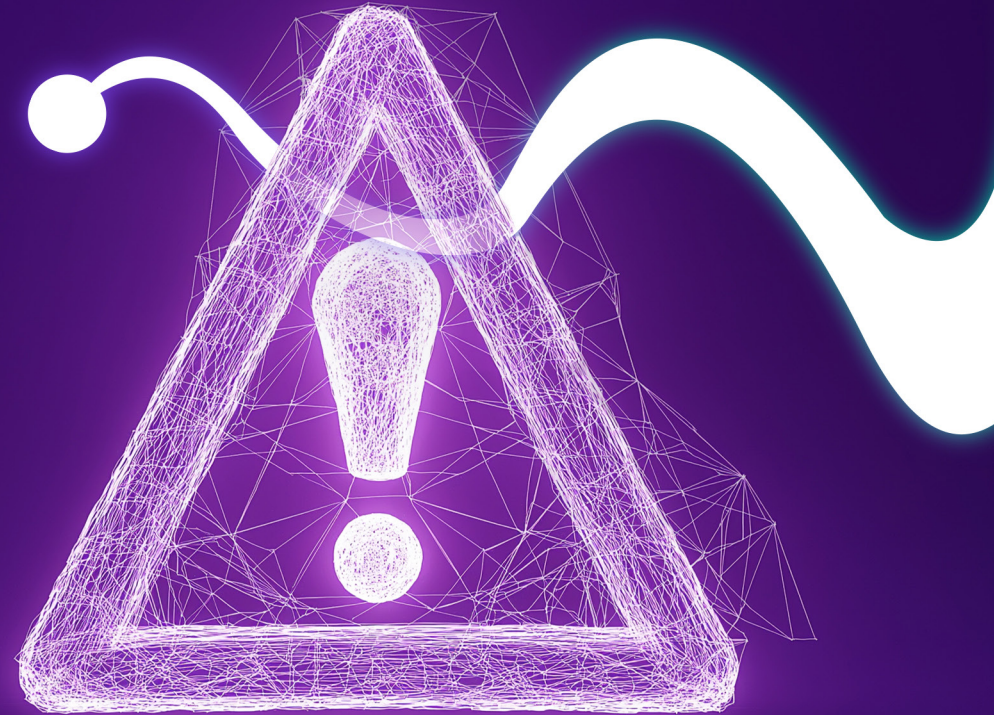
Key takeaways

Avoiding these common mistakes can set your organization on the right path toward successful data and AI adoption. Remember, it's about taking calculated steps, learning from others, measuring impact, and embracing a culture of data-driven experimentation. By removing these pitfalls, you'll be better positioned to turn your data into a strategic advantage and lead your organization into a data-informed future.