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## Harnessing AI for Pharmaceutical Innovation: Navigating the Current Landscape and Future Directions

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In the rapidly evolving landscape of pharmaceuticals, the integration of Artificial Intelligence (AI) stands as a pivotal force shaping the industry's trajectory. Since the acquisition of OKRA by EPG, our company has been at the forefront of this transformative journey. However, the urgency to invest in AI for life sciences has never been clearer, with numerous companies already leveraging AI to drive innovation across healthcare sectors.

My keynote delves into the imperative need for pharmaceutical companies to embrace AI technologies now and explores why many are lagging behind. We examine recent developments, such as the groundbreaking advancements, including the noteworthy achievement of Generative AI passing medical licensing exams, underscoring AI's potential within healthcare.

Moreover, we scrutinize industry pioneers, who have revolutionized patient engagement and personalized care through interactive AI platforms. These examples highlight the tangible benefits and transformative power of AI in healthcare delivery.

Furthermore, we analyze the competitive landscape, where companies are rapidly deploying AI solutions to streamline processes, enhance product launches, and analyze patient data with unprecedented efficiency. From AI-powered tools for global product launches to platforms offering personalized patient insights, the race to harness AI in pharmaceuticals is palpable. I will provide an overview of recent successful use cases.

However, amidst these advancements, many companies find themselves navigating uncharted waters, lacking a clear direction for innovation. The absence of a cohesive strategy risks stalling progress and stifling motivation.

**Conclusion:** I will highlight in my talk the critical need for pharmaceutical companies to not only embrace AI but also to strategize effectively to navigate the complexities of the evolving landscape. The conference will provide a platform for insightful discussions on leveraging AI for pharmaceutical innovation and charting a course for future success.

### Biography

Dr. Loubna Bouarfa, a renowned ML scientist turned entrepreneur, is honored among Forbes' Top 50 Women in Tech and MIT Technology Review's Top Innovators Under 35. As Chairwoman of Envision Pharma Group's AI Innovation Board post-OKRA.ai acquisition, she spearheads cutting-edge AI solutions in life sciences. As OKRA.ai's founder, she revolutionizes pharma by matching drugs with patients swiftly. Now, as AI Thought Leader at EPG, she shapes AI strategy, cementing EPG's thought leadership. OKRA.ai, ranked 9th by Deloitte, merges with EPG, a global life science solutions partner. Bouarfa champions diversity, winning CEO of Year 2019 and Best Female-Led Startup awards, while guiding EU AI regulations and advising the UN..

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