

INDUSTRY TECH ALERT:

Where does medical affairs stand on AI's potential?

We asked industry leaders their thoughts on how artificial intelligence supports smarter decisions in medical leadership. Their view is balanced and practical: about half (46%) are just beginning to understand AI's potential, and most (61%) say they expect AI to emerge as a complementary tool alongside traditional processes.

The need for speed

There's a clear opportunity for technology that integrates data from disparate sources, enabling medical affairs to act more quickly.

33% say insights directly drive strategy

58% say insights contribute, but don't have a consistent impact

9% say insights rarely influence outcomes

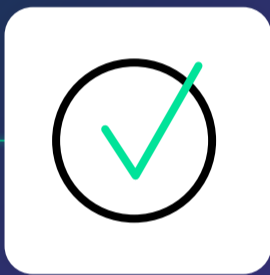
76%

say they frequently or occasionally encounter the challenge of "acting too late" based on time-consuming data analysis

Speaking of time-consuming, here's what medical affairs leaders cited as activities that bog down sharing insight reports with leadership or cross-functionally:



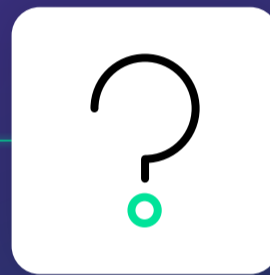
44%
Synthesizing/
analyzing data



25%
Creating actionable
recommendations



15%
Navigating
internal approvals



16%
Other/not sure

Stop signs

So...what's stopping medical affairs and pharma organizations from using AI to augment and accelerate decision-making processes?

32%
Lack of digital
strategy

30%
Insufficient leader-
ship support, vision,
or investment

19%
Resistance
to change

The future is human + machine, not human vs. machine

Most respondents (85%) agreed that the ideal future of human intuition and data-driven decision-making should involve a healthy balance, with both equally valid and valued.

Most medical affairs leaders (42%) believe that maintaining this balance requires ensuring that AI complements human expertise rather than overrules it. Other top challenges:

31% Upholding ethical standards

26% Overcoming inherent biases in AI to achieve equitable, inclusive results

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