



AI IN LIFE SCIENCES MARKETING:

Execs Dish on the Potential Benefits and Perceived Barriers

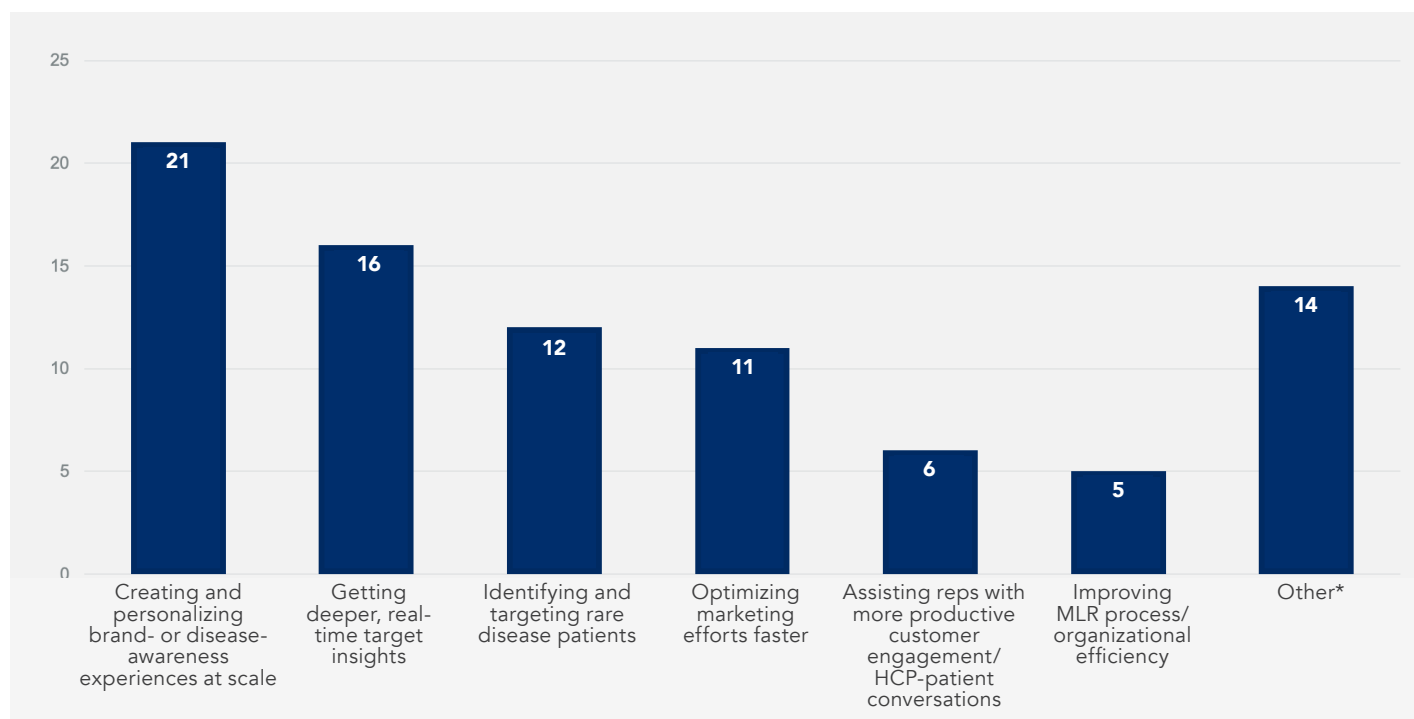
Introduction

Artificial intelligence is reshaping how the world lives and works. But what does this mean, specifically, for marketers in the life sciences industry? How is it changing our jobs? How do we want it to? And what are the roadblocks we're meeting as we try to implement AI solutions?

At EVERSANA INTOUCH, we're pharmatizing AI – and to do that optimally, we needed to know exactly what the biggest desires and barriers are.

In late 2023, we spoke with 30 life-sciences marketers. Over hours of discussions, we learned what their priorities were, what they hoped to achieve by using AI solutions, and what difficulties they were facing, and expected to face, in putting these new solutions to work in their organizations.

Life Sciences Marketing Leaders' AI Priorities



*These assorted responses included desires for internal stakeholder education and adoption, rather than external marketing goals. Respondents could choose more than one answer.



These are the priorities life-science marketing leaders shared with us for AI: what they want to use it for, and what they hope to get out of that use.

Creating and personalizing brand- or disease-awareness experiences at scale

With the most leader responses and votes (21) in favor of using AI toward 'creating and personalizing brand- or disease-awareness experiences at scale,' we further dissected this priority into two sub-categories:

1. Five leaders prioritized the more general idea of using AI in content experiences that maximized brand or disease awareness
2. 16 leaders specifically prioritized using AI for personalized experiences at scale

Together, this concept – using AI to build experiences that give audiences information in an individualized way – led the field of priorities.

Getting deeper, real-time target insights

These are the necessary precursors to those experiences mentioned above. An insight is more than a fact or a data point, or even a data set. An insight is the deeper understanding of an audience — “the why” — behind their needs and desires. With insights, you can create experiences that matter.

Identifying and targeting rare disease patients

For EVERSANA INTOUCH coverage and discussion of rare-disease marketing, [click here](#). In terms of priority, focus and potential impact, rare disease treatments are to 21st century life sciences what blockbusters were to 1990s Big Pharma. Applying technologies like AI is not only making it easier to develop life-changing medications for these smaller and more challenging conditions, but also to find the patients who need these treatments.

Optimizing marketing efforts faster

As marketing becomes increasingly empowered by data-driven technology, the cycle times diminish. While previous generations of marketers had to wait for quarterly reports, real-time reporting is more a reality than a dream today. The leaders we spoke with want to keep improving the lag time by which they can learn from their results and iterate to improve their efforts.

Assisting sales forces with more productive customer engagement and supporting more productive HCP-patient conversations

AI can help marketers build better tools to help HCPs directly, as well as ones that help reps to be more helpful to HCPs.

Improving MLR processes and organizational efficiency

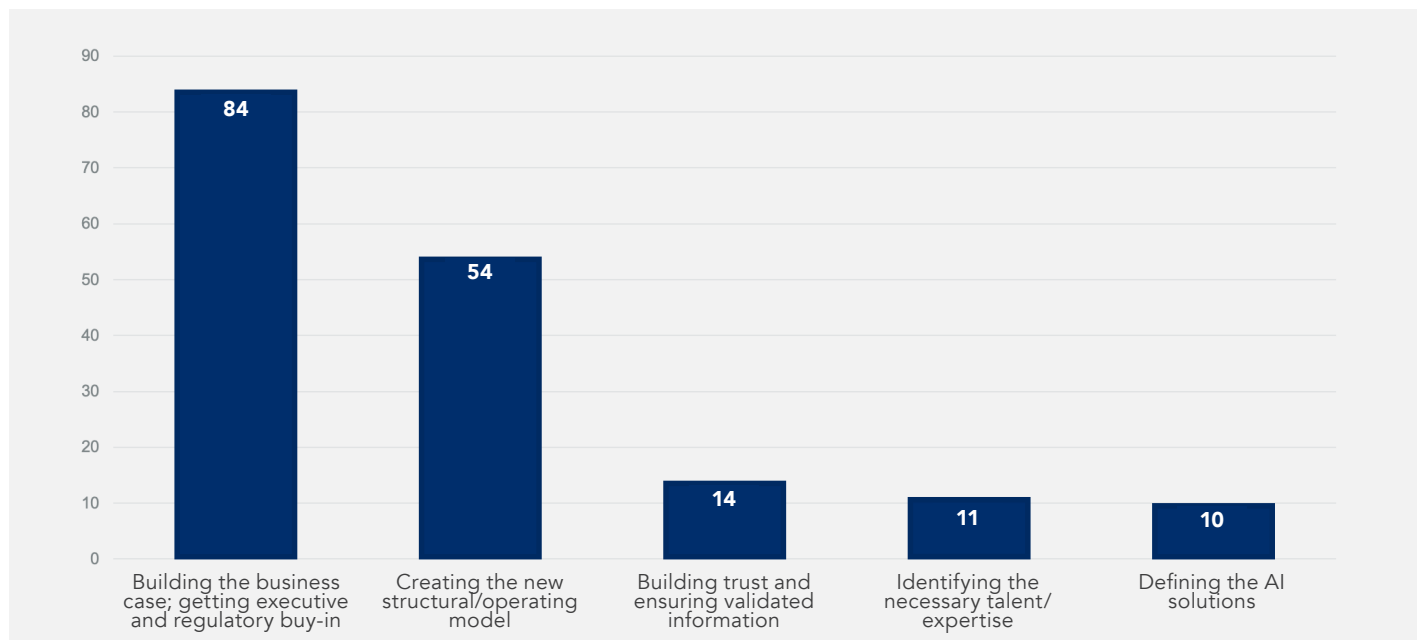
AI can help in the categorization and analysis of data, and generative AI can help in the creation of new content. Both of these avenues can help improve the legendarily time-consuming and effortful processes of the organization, review and approval of marketing assets.



The biggest hurdle:
getting buy-in from
marketing's biggest
stakeholders.



Barriers to AI Seen by Life Sciences Marketers



Respondents were asked to identify up to five barriers.

What do leaders see as the biggest roadblocks to adopting AI to meet the goals above? Where are they getting stuck putting AI to work? Here's what they told us.

Building the business case; getting executive and regulatory buy-in

Explaining how and why AI solutions address strategic needs can be difficult for some. However, where we saw the biggest agreement throughout our entire project was in one impediment. Marketers said that getting their biggest stakeholders – executive leaders and regulatory colleagues – to understand and support the business case was the biggest roadblock to using AI solutions. The path to vetting and gaining approval of new technologies is often unclear in these organizations and opportunity costs can be hard to stomach when considering these investments.

Creating the new structural and operating model

The question at the core of this concern is “how?” How will teams (and which teams) work together to deliver any new technology or solutions?

What will motivate them to adapt to the new model versus maintaining the status quo? This foundational part of any change management effort can be daunting, and our respondents highlighted this difficulty.

Building trust and sourcing and ensuring validated information

Whenever increasing automation enters a previously more manual process, you must be able to demonstrate that it will not only speed it up, but it will do so with as much, or ideally more, accuracy. The right solutions for you will be validated to the extent you need.

Identifying the necessary talent and expertise

The question at the core of this concern is, “who?” Who are the right stakeholders to involve? Who are the right vendors with AI products to engage? Who are the right partners with the knowledge to help you traverse this journey?

Defining the AI solutions

What are the products, processes, services, etc. that will make a worthwhile difference in your organization? You can find available offerings at any price point, using every type of AI, promising every conceivable result. Which ones are truly right for you, and how do you prioritize which functional challenges to tackle first?



Why This Matters

The pharmaceutical industry has historically been hesitant to move into new marketing technology. About 30 years ago, the topic at hand was brand websites; about 15 years ago, it was social media; today, it's AI. But the previous approaches – and their timelines – no longer apply. The world simply moves far faster than it did a generation or two ago.

And so, in 2024, AI-powered marketing is no longer a consideration. It's no longer an option to get a competitive advantage. It's a requirement to remain competitive.

- Tedious admin in seconds
- Real-time conversations with patients
- Multi-faceted research

It's important to realize AI is an accelerator to identifying the answers, not necessarily a solution to each and every issue. While no technology can replace critical thinking, AI can enrich pharma marketing solutions to help uncover and address core business problems faster and better.

Now What?

- **Assess and discover.** Identify your challenges and prioritize your focus
- **Spark.** Educate yourself and your team on current technology and relevant use cases
- **Ideate.** Imagine what's possible for your business
- **Define and plan.** Identify your stakeholders, build the business case, define the KPIs, develop the road map
- **Build, pilot and scale.** Evaluate technologies, build prototypes, create the structure and operating model, implement and iterate

At EVERSANA INTOUCH, we've been doing dozens of educational sessions and workshops following this framework every week for months. We're pharmitizing AI: helping clients get educated, assess their readiness, understand the use cases and get ready to take action. Ask your team for an AI workshop, and we'll help make AI tangible for your brand.

Conclusion

Innovation is never easy. It's always a struggle to find the time and money to innovate, instead of continuing with the status quo or focusing on addressing immediate needs. But the sooner you do, the better off you'll be. EVERSANA INTOUCH can help you every step of the way. We built our first agency website as we were helping pharma clients understand how to build theirs. Today, it's no different as we continually reinvent our business using the same roadmaps we use with our clients. Let's reinvent together. [Contact us](#) to get started.

Contributors

Tina Iglesias, *SVP, Strategic Planning*,
EVERSANA INTOUCH

Sarah Morgan, *Writer and Consultant*,
EVERSANA

About EVERSANA INTOUCH®



EVERSANA INTOUCH is a global, full-service marketing agency network serving the life sciences industry, and is the first – and only – agency network to be part of a fully integrated commercialization platform through EVERSANA®. EVERSANA INTOUCH provides marketing services – connected and powered by data-rich, digitally forward analytics – through its full-service and specialty affiliates: EVERSANA INTOUCH Solutions, EVERSANA INTOUCH Proto, EVERSANA INTOUCH Seven, EVERSANA INTOUCH Oxygen, EVERSANA INTOUCH Tech & Transformation, EVERSANA INTOUCH Media, and EVERSANA INTOUCH International, EVERSANA INTOUCH MedComm and EVERSANA INTOUCH Market Access. To learn more, visit EVERSANAINTOUCH.com or connect through Facebook, LinkedIn, X, or Instagram.

