

# AI in Pharma Marketing: From Hype to Practical Impact ■

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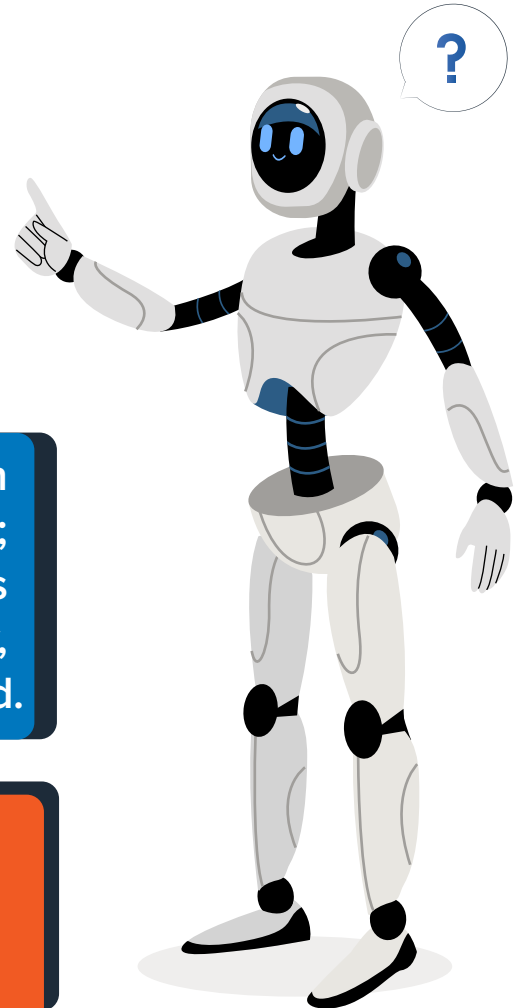


# From AI capability to practical value

Anand Chitre framed AI as more than a trend or a tool to ask questions. The discussion moved through a progression:

“first, whether AI can do something; then whether it can support real use cases; whether it can scale; whether it creates measurable value; and, increasingly, whether it can run a workflow end to end.

The webinar’s practical focus was not on choosing one model or platform. Tools continue to evolve and different tools may suit different tasks.



## A changing set of questions

- Experiment:** Can AI answer or generate this?
- Apply:** Can it help with a real task or use case?
- Scale:** Can the approach be repeated across work?
- Prove value:** Can the impact be demonstrated?
- Run workflows:** Can connected tasks be completed with appropriate human oversight?

The speaker's message was that adoption alone is not the finish line. Teams need to connect AI use to outcomes, work processes and governance

## Discussion prompt

Which recurring task in your role could benefit from AI, and what result would show that the change is genuinely useful?





# Adoption is not the same as impact



## Step 1

### Look beyond the headline number

The session referred to several reports and surveys to illustrate a gap between organizations using AI and those reporting measurable business value. Anand also distinguished broad adoption from governed, trained and purposeful use. Some use may happen informally, without clear policies or agreed success measures.

The speaker cautioned that adoption figures need context. One statistic discussed was based on a US population and was not presented as an India-specific measurement. He also mentioned Indian enterprise adoption and pharma-sector findings as examples from the reports he cited



## Step 2

### What the discussion emphasized

- A tool being available does not prove that it is delivering business value.
- Clear goals and success metrics are needed to assess outcomes.
- Business ownership matters: teams need to know who is responsible for implementation and results.
- Weak data quality and unreliable citations can undermine trust in AI-generated work.
- Informal or “shadow AI” use can create governance and data-handling risks

## ➤ A practical measurement lens

Before introducing an AI workflow, define the task, the intended improvement and how the team will check the result. The transcript repeatedly returned to the gap between using AI and proving that it adds value.



**Ask:** What will be faster, clearer, more accurate or more useful, and how will we verify it?

## Note:

This section summarizes the speaker's presentation of reports and survey findings. The transcript does not provide enough source detail to independently validate the figures



# Practical applications in pharma marketing

## Agentic AI as Gatekeeper

The webinar discussed AI as a support for everyday marketing and business tasks, including analysis, preparation, content development and recurring updates. The point was to use AI to make work more useful, not simply to produce more output

### Examples raised in the session

#### Data analysis:

Process large datasets and help surface patterns for sales or marketing teams

#### Brand planning:

Use AI to support a first draft or synthesize available brand context.

#### Guideline summaries:

Summarize supplied material and identify what is new, unchanged or still unknown.

#### Visual concepting:

Develop early concepts before briefing an agency, then review and refine them.

#### Recurring briefs:

Create regular updates on AI developments, disease segments, molecules or competitors

#### Learning formats:

Turn supplied information into an audio-style discussion or other study aid where the tool supports it

## ➤ Source-grounded work

Anand described NotebookLM as useful when working from uploaded sources: the user can ask questions about the provided material and trace the resulting summary back to those sources. He also described using recurring AI briefs to keep up with changes in the AI field and related areas.



**The role of the marketer remains active:** provide relevant context, define the task, inspect the output and decide what is appropriate to use

## Try this:

Choose one existing task this week. Provide the tool with the approved source material, ask for a clearly scoped first draft, and review the output against the source before using it



# Sharper sales preparation and HCP conversations

## AI supports the representative; the human conversation still matters

In the Q&A, Anand emphasized that AI is not intended to replace the representative inside the clinic. It can support preparation on a phone or laptop, helping the representative arrive better briefed and make the discussion more relevant

## Examples discussed

- Condense standard product detailing into a shorter pitch suited to a limited interaction.
- Prepare sharper discussion points rather than repeating a generic product message.
- Use a daily therapy-area brief to bring a timely, relevant update into a conversation.
- Help sales representatives and managers prepare for the call using modern tools and relevant information.

## From information to relevance

The speaker noted that a doctor can access information through many channels. The opportunity for the representative is to interpret what is relevant, prepare well and build a meaningful conversation. AI can help with preparation, but the representative remains responsible for the interaction

## A simple preparation sequence

- Start with the purpose of the call and the HCP context.
- Use approved, relevant source material to prepare a concise discussion.
- Check every factual or scientific statement before use.
- Keep the final conversation human, responsive and appropriate to the doctor's time.

The transcript also described a personal project concept involving digitizing handwritten prescriptions and generating useful analysis, while noting that patient support and data handling require careful consideration.



# Data, context and validation

## Good output begins with good context

Anand described using project-based or custom AI spaces with instructions and context already provided. This can help keep work focused and reduce drift. He also described analyzing large datasets for internal sales and marketing tools, while stressing that AI-generated outputs must be interrogated and validated.

### The validation habit

- Load only the data and context needed for the task
- Give clear instructions about the expected output and boundaries
- Ask follow-up questions to test the output and examine its assumptions
- Run multiple checks before treating an AI-generated result as usable
- Verify figures, claims and citations against the underlying source data

## Source-based summaries

For new guidelines or research, the speaker described asking a source-grounded tool to summarize what changed, what stayed the same and what remains unknown. The resulting summary can then be adapted for a specific audience, such as a cardiologist, after careful review.

## A useful distinction

Speed is not validation. AI may process a large dataset quickly, but speed does not remove the need to check accuracy, context and relevance. The speaker specifically recommended follow-up interrogation to surface fabricated or unverified claims.

## Review question

Can every important statement in this output be traced to an approved source or independently checked?



# Data, context and validation

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## Green–Amber–Red approach described in the session

|                   |                                                                                                                                                                                                                            |
|-------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1<br><b>RED</b>   | Do not enter identifiable or sensitive information into AI tools. Examples named in the webinar included patient data, representative information, HCP names, registration numbers, headquarters data and CRM-related data |
| 2<br><b>AMBER</b> | Treat information cautiously and follow the organization's approved rules. The transcript names the category but does not provide a detailed amber-data definition                                                         |
| 3<br><b>GREEN</b> | Use only information that has been cleared under the organization's guidance. When using non-enterprise tools, the speaker recommended sanitizing data and creating dummy datasets                                         |

## The dummy-data method

The speaker suggested replacing real identifiers with placeholders such as HCP1, HCP10 or Brand1, and using the sanitized data to develop or test a tool. The resulting workflow can then be used offline with actual data where the organization's approved controls allow it.

Governance is not an afterthought. Privacy, data quality, user trust and clear guidance are part of responsible AI adoption.



# From AI literacy to fluency

## Build capability through practice

Anand described AI literacy as knowing how to use AI, and AI fluency as developing the ability to harness it effectively in real work. He characterized AI as an evolving professional skill and encouraged people to build capabilities relevant to their role.

## The Brand AI OS concept

The speaker introduced a concept for keeping a brand's accumulated context in one place: historical brand plans, sales data, past scenarios and organizational changes. He described the idea as an AI operating system built around four layers.

|              |                                          |
|--------------|------------------------------------------|
| Data         | Relevant brand information and history   |
| Intelligence | Analysis and synthesis of that context   |
| Workflow     | Repeatable tasks and connected processes |
| Governance   | Rules and controls for responsible use   |

## Three practical levels

- AI novice:** Begin with simple tasks such as a brand-plan synthesis, a morning brief or an agency brief.
- AI explorer:** Build skills in email writing, analysis or presentation development.
- AI pro:** Work toward automating one process end to end, with appropriate oversight

The speaker noted that people do not need to reach the highest level immediately. Starting where you are and adopting AI thoughtfully is a valid path.



# A practical starting plan

## Move from discussion to a small, useful experiment

The webinar closed with a call to adopt AI responsibly and to ask not only “Can AI do this?” but also “Should AI do this?” The speaker also acknowledged that AI use has an environmental cost and urged thoughtful use.

## A first-week checklist

- Choose one repetitive task from your current workflow.
- Define what a useful result should look like.
- Use approved, non-sensitive or sanitized source material.
- Provide clear context and instructions.
- Review the output for accuracy, relevance and unsupported claims.
- Measure whether the workflow saves time or improves the work.
- Document what worked, what failed and what should change next time.

## Questions to carry forward

- What work should AI assist with, and what still needs human judgment?
- What information must never be entered into an AI tool?
- How will we validate the output?
- What measurable value are we trying to create?
- How can the team turn a one-time experiment into a repeatable workflow?

**Don't ask only whether AI can do it. Ask whether AI should do it.”**

## Closing thought

The webinar's practical message is to begin with real work, build skills step by step, verify outputs, protect sensitive information and keep people responsible for decisions. AI adoption becomes meaningful when it improves the work and is used with care.









