AI FOR PHARMA LEADERS MASTERCLASS

Equipping pharma leaders with the skills to drive strategic change with AI.

Go from novice to expert in just 2 days!

Achieve measurable and impactful business growth in pharmaceuticals with AI.

AI has penetrated every professional sector including pharmaceuticals and is transforming the very way we do business, research, and marketing. Artificial Intelligence (AI) has already dramatically increased efficiency, productivity, and revenue growth for companies in real-time.

If you are an experienced and accomplished professional in pharma and want to harness AI to take your product development, market insight, and strategic thinking capabilities to infinity and beyond, then our program "AI for Pharma Leaders Masterclass" is for you.

We at Eularis, have meticulously designed a comprehensive 2-day training program to empower pharmaceutical professionals like you with the latest, cutting-edge knowledge base in AI, that'll give you:

- A comprehensive understanding of AI
- Positioning as an "expert" on AI in your role
- Practical examples of how to use AI in your business
- Well-designed frameworks and strategies for tangible growth.

And much more...

Unleash your career's full potential by understanding AI & how to leverage it effectively for real impact!

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At Eularis, we are proud of the positive impact we have had on the healthcare community. Our notable achievements are:

293	AI-powered unique pharma products launched	**348%**	increase in business growth for our clients
20+	Years of experience in pharma AI	**79%**	of our launch drugs became top brands in the first year.

In the healthcare and pharmaceutical sectors, efficiency and speed is what matters most.

There are unique tools and state-of-the-art methods that streamline the entire processes for fueling revenue growth and collaboration. AI is just another powerful tool to do just that but with higher efficiency, lightning speed, and perfect accuracy.

AI will not replace people. But people who know about AI will replace people who don't.

Novartis laid off over 8,000 people last year and we are now seeing pharma laying off people every month. Not to mention the $236 billion that is going to be wiped off revenue in the next few years with the patent cliff (LOE).

So, If you:

- **Struggle with revenue results your company wants but hasn't achieved**
- **Want to avoid the impact of LOE with a robust product pipeline**
- **Want access to the right data to get the most powerful insights**
- **Want to enhance the efficiency of yourself and your team**
- **Want to turbocharge your product development speed**

Then there's no book, course, or event that teaches this better than "AI for Pharma Leaders Masterclass"

"Eularis is the only Pharmaceutical analytics firm I rate as worth the investment."

Head of Business Analytics Merck Japan

Harness AI for Unprecedented Success & Unshaken Confidence

If you have the knowledge and experience in your current role, then AI will only magnify and intensify its effects. It'll give you the ability to break through the challenges of the pharma industry to make an impact that can potentially change lives.

You risk falling behind your competitors if you don't capitalize on the disruptive technology that is AI. Ask yourself this!

- **Do you want to achieve more growth in pharma by harnessing AI?**
- **Do you want to overcome all your role-specific challenges?**
- **Do you want to become more productive and efficient?**
- **Do you want to outperform your competition?**

For progressive professionals in the healthcare world, the answer to all these questions is and will always be "Yes". Modern business dynamics have changed radically after the arrival of AI and in a good way!

The healthcare world business leaders and innovators are using AI to put together all the pieces of the puzzle to deliver on the promise of steady growth, operational excellence, and digital transformation.

Let us understand why companies don't and can't achieve the desired results even when they use AI!

Several studies have found that 87% of all AI projects fail over time. More than half of it (47% to be exact) is due to 2 critical factors.

- Unclear expectations and undefined business goals.
- Projects being led by IT professionals & data scientists instead of business teams.

Both factors combine to create a "cognitive dissonance," which is reflected in terms of poor growth, failure to achieve critical KPIs, and falling revenues. The point of failure is not the incapability of the technological and business teams but rather the absence of a "bridge," which can effectively communicate what the market needs and how the solution needs to be designed.

For pharmaceutical professionals and leaders, having the ability to translate your exact requirements into applicable information on the technical end of the spectrum has become business critical.

AI implementation requires a strong knowledge base, robust understanding, focused foresight, and a clear implementation pathway.

It is what it sounds like. You must have a profound understanding of what goes into play in developing a clear and winning AI strategy that delivers the business results you want, the **first time, every time.**

"Andrée displays an in-depth understanding of the matter and of the broader context of the challenges faced by the industry. She is truly capable of seeing the broad strategic picture."

Chairman of the Board
Eurocine Vaccines

Book your place today ››

What's possible with the use of AI in Pharma

Technology allows you to innovate and empower humanity with unique solutions to challenging problems.

Mitigate the effect of the patent cliff

Speedup clinical trials by as much as 6 years

Decrease discovery time to mere months!

Achieve successful product launches in 1st Year

1,000% Increase
IN COMPLIANCE EFFICIENCY

"I wanted you to know that my VP again mentioned that he was impressed by the marketing mix optimization project and the buzz it has created in the organization!! Thanks for really partnering with me on this."

Associated Director, Marketing Investments, Novo Nordisk

"AI for Pharma Leaders Masterclass" is specifically designed so you can hit the ground running in just 2 days.

Whether you are new to the concept of AI in pharma, a seasoned pro with decades of experience, or currently dabbling with AI in your pharma work – our training will help you build a solid foundation in AI fundamentals and use specific applications.

Handle your next professional challenge – effectively, efficiently, and effortlessly. After 2 value-packed sessions, you'll know exactly:

• **What is AI, what it does and how you can use it in pharma.**
• **How to Identify high ROI challenges for revenue growth.**
• **How to build, achieve, and scale your business with AI.**
• **How to apply AI knowledge to your job specific role.**

Apart from the commercial aspects of this training, you'll be equipped with the knowledge to avoid pitfalls not covered in the majority of AI trainings found online. Such as:

• **Limitations plaguing the pharma pilots and implementations.**
• **Knowing the exact starting point of using AI for your teams.**
• **Amplify your credibility and authority in your organization.**
• **Future proof your career growth and security.**

Book your place today ››

Empowering Pharma Business Leaders To Drive Impact With Ai
An unparalleled and unique 2-day event!

At Eularis, we deliver cutting-edge insights into AI models, practical case studies, user experiences, and AI strategy for pharma and healthcare professionals. Why us?

- **20+ years of real-world experience in AI for pharma.**
- **Latest, up-to-date, and comprehensive course.**
- **2 days of live, value-packed sessions in New York, London, Basel & Sydney.**

"AI for Pharma Leaders Masterclass" overview:

At Eularis, over 20 years of condensed, tactical, and practical knowledge in pharmaceuticals and healthcare is combined with AI to deliver this well-structured program for benefiting young and seasoned professionals alike. We show you the exact processes, important techniques, and monumental touchpoints that'll put you light years ahead of your competition. You will be able to mold, direct, and craft reliable and role-specific AI frameworks – that work every single time!

What this translates to is:

- **Recession-proof personal growth.**
- **Solid business profits.**
- **Higher revenues.**
- **More efficiency**
- **More credibility.**

This world-class program is designed in such a way that it performs exceptionally well, together or in isolation. Either 1 full day or both, it's your choice.
For added potency and limitless scaling, we highly recommend you choose the full option.

"Great foundation to understand and use AI for marketing."

Merck, USA

"I have known Andree for many years and she has always been, and remains ahead of the AI curve in Pharma/Biotech in seeing where things are going, being an early adopter/innovator in this space. She is consistently approachable, professional, and highly knowledgeable about pharma uses of AI."

Senior Leader
Ferring Pharmaceuticals

Book here - Start your AI journey today!
Click to enrol & reserve your place on 'AI for Pharma Leaders Masterclass':
https://eularis.com/ai-training-for-pharma

AGENDA: AI for Pharma Leaders Masterclass

Ignite, energize, revitalize, and empower your business career growth using AI

Grab "AI for Pharma Leaders Masterclass" training to become the leader in your business by strategically using next-generation AI tech to drive superior growth and market dominance. To learn more, feel free to reach out via email or phone.

DAY 1: Understanding AI in Pharma for Leaders

Registration and coffee: 8:30 - 9:00

Welcome and Introduction to the Day 9:00 – 9:05

PART 1:   **AI for non-techies - Explained** 9:05 – 9:50

PART 2:   **Generative AI for non-techies - Explained** 9:50 – 10:35

Coffee Break 10:35 – 10:50

PART 3:   **AI Applications for Pharma – for business units & roles** 10:50 – 14:00
Interval for Lunch 12:00 – 13:00

PART 4:   **AI Projects – How they work and how to avoid failure** 14:00 – 14:30

PART 5:   **How to get critical steps right for AI in Pharma** 14:30 – 15:00

Coffee Break 15:00 – 15:15

PART 6:   **Legal, compliance and ethics of AI in Pharma** 15:15 – 15:30

PART 7:   **AI tools I use that make your work easy** 15:30 – 16:00

PART 8:   **Integrating AI into your specific role for stronger efficiency and impact** 16:00 – 16:15

PART 9:   **AI and the future of Pharma – how to prepare** 16:15 – 16:45

Discussion & Close 16:45 – 17:00

Continued overleaf…

"I wanted to deeply thank you for an amazing training you gave to our employees. It was eye-opening and many of my colleagues are talking about how well and exciting it was. There is a lot of buzz on your topics."

Director of Business IT Solutions, Bayer Pharmaceuticals

Pricing:

The enrollment fee is £2,950 (+VAT if applicable) and includes all the training, workbooks, free AI tools, and a course collaboration workspace plus commercially ready templates with plug-and-play ROI spreadsheets.

Book by the *early bird* *date and pay just £2,450 + VAT – Saving £500*

Lock in your seat today!

Click to enrol & reserve your place on 'AI for Pharma Leaders Masterclass':
https://eularis.com/ai-training-for-pharma

DAY 2: Planning Your AI Strategy and Use Cases

Coffee: 8:30 - 9:00

Welcome and Introduction to the Day 9:00 – 9:05

PART 1: **Applications for your business unit** 9:05 am – 9:35

PART 2: **Identifying your biggest blockers to use AI on** 9:35 – 10: 30

Coffee Break 10:30 – 10:45

PART 3: **Planning the optimal AI approaches for max impact** 10:45 – 11:30

PART 4: **Ensuring your strategic AI solution planned meets business need and delivers a strong customer experience** 11:30 – 12:00

Lunch Break 12:00 – 13:00

PART 5: **Choosing the most impactful AI solution** 13:00 – 13:30

PART 6: **Planning your data for maximum results (and free big data to use)** 13:30 – 14:00

PART 7: **Planning your Tech Stack** 14:00 – 14:30

Coffee Break 14:30 – 14:45

PART 8: **Planning your ROI** 14:45 – 15:00

PART 9: **Flawlessly execute your business case** 15:00 – 16:00

PART 10: **Making it Real: Planning your first 3 months back at work with your new AI solution** 16: 00 – 16:45

Discussion & Close 16:45 – 17:00

* The applications included in the training will be personalized and tailored to the attendee's roles.

Note:

- To see the latest fee structure visit https://eularis.com/ai-training-for-pharma

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https://eularis.com/ai-training-for-pharma

"This is a game-changer for the industry. Thank you for helping me understand what it is all about, and how we as a company can tap into this for our customers and our commercial operations."

International Business Leader Roche, Switzerland

Pricing:

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About Your Trainer:
Dr. Andrée Bates

Dr. Andrée Bates is a leading and highly sought-after thought leader in Artificial Intelligence for Pharma and the founder and CEO of Eularis, a firm that has been focused on tackling pharma industry challenges with artificial intelligence since 2003.

She has worked in this space for pharma in Europe, USA, Canada, LATAM, EMEA, Japan, UK, and China for over 20 years and has worked in pharmaceuticals for 30 years.

Dr. Bates has led AI programs for numerous top-tier pharmaceutical companies in diverse areas such as R&D, clinical trials, regulatory affairs, medical dealings, market access, integrated analytics and insights, and sales and marketing.

These have all resulted in measurable efficiency and growth in profit and market share for her clients. Part of her consistent and reliable success with AI is due to the crucial initial strategic planning of AI from a business perspective.

Dr. Bates is also a guest lecturer for numerous university MBA and Innovation Masters programs in Health Innovation including Gabelli School of Business (Fordham University, USA), Erivan K Haub School of Business (St Joseph's University, USA), College of Business (University of Rhode Island, USA), INSEAD Business School (France), Henley Business School (University of Reading, UK).

This is to ensure that pharma leaders can leverage the value of AI effectively to solve their unique growth and efficiency challenges.

Dr. Bates is also an assessor for Innovate UK, UK's national innovation agency, with her area of specialty being AI-focused start-up grants. Dr Bates also hosts a podcast '**AI for Pharma Growth**' that explores AI that is relevant to pharma.

About Eularis

Eularis exists to help biopharma and healthcare teams who want to leverage AI and FutureTech to deliver unprecedented efficiency and measurable financial results.

The Eularis team of experts comes with extensive qualifications, combined with many years of real-world experience in both biopharma and AI companies.

The mix of qualifications (MD, PhD, MBA, M. Sc., M Engineer.) along with prior experience in executive-level positions in the top 20 pharmaceutical companies ensures our clients have the strategic and tactical support they need.

You have access to Pharma AI strategists, Pharma Board level team, and Data Scientists and Big Data Engineers and Developers who know exactly what you and your business needs.

With our strong experience, we ensure you are playing at the top of your game whether it is in the planning or the implementation.
For us every project is unique and begins by developing a deep understanding of your strategic needs and your data. From there, we then plan the right approach to meet your strategic needs to transform your performance and impact.

Registration

Sign up to reserve your slot with us here:
https://eularis.com/ai-training-for-pharma

Contact us

Form: https://eularis.com/contact-us/
Email: contact@eularis.com
Website: https://eularis.com/

"Eularis brought a rigorous process that really got to the core of the value of our products and attained real world results for us."

Director of Commercial Effectiveness, Pfizer