



EULARIS



ARTIFICIAL INTELLIGENCE: From Understanding to Strategy to Implementation for Healthcare

INTRODUCING:
The New Eularis
On-Demand
Certified Training
Program

Artificial Intelligence (AI) strategy for healthcare commercial teams to drive measurable results.

This training program helps non-technical healthcare commercial team members, whether you are in; whether you are in sales, marketing, commercial excellence, digital strategy, digital transformation, or innovation leads, as well as anyone looking to develop into a more strategic role in today's environment. Go from not understanding AI to having the foundations and confidence to build a solid plan to implement AI to solve a specific commercial challenge you are facing.

AI has the power to deliver significant ROI but knowing when and where to use it is key.



Bridging the gap between data science and business strategy to deliver on the promise of artificial intelligence in healthcare

The healthcare industry is undergoing disruptive digital transformation from technologies such as Artificial Intelligence (AI), Augmented Reality (AR), Virtual Reality (VR), Internet of Things (IoT), cyber-physical systems, cloud computing, cognitive computing, big data, 5G, and robotics come online. From drug discovery and product development to predicting trends at a population level to managing and allocating resources and talent, to sales and marketing and market research and insights, AI will transform healthcare on every level.

“What is needed is strategic thinkers who can pull it all together to deliver on the promise of these technologies.”

Dr. Andrée Bates, CEO Eularis

AI and FutureTech are transforming the healthcare industry. Those who can strategically implement AI and FutureTech into their organization will realize exponential results and become tomorrow's industry leaders. Organizations who have AI strategically positioned at the core of their business and built into their DNA will be set up for success now and in the future.

Artificial intelligence and FutureTech have arrived in healthcare

- **Are you going to get left behind because you are not able to harness AI effectively in your role-- or will you step up and lead your team into a healthcare future powered by artificial intelligence? `**
- **Do you want to gain a working understanding of AI and how it can be deployed to meet your current challenges and future aspirations?**
- **Do you want to achieve stronger revenue results while building a solid strategy to beat the competition**

This training course is designed for healthcare executives with non-technical backgrounds in sales, marketing, commercial excellence, digital strategy or transformation, and innovation leads, as well as anyone looking to develop into a more strategic role in today's environment. It provides a critical foundation in the fundamentals of AI as it applies to your role and your digital transformation to get you started on your journey effectively.



"This is one of the most practical courses that I have enrolled in. If you want the best overview and introduction into AI and its application in healthcare, this is definitely for you."

Vicky Stavroulakis, Co-Founder & Director, PintarHealthConnect

"As a data scientist team, we get frustrated at the fact that marketers and other people in the organization don't know how to ask the data scientists the right questions so that we can work up a solution for them. This course would be beneficial for all non-digital people as it would give them the foundations of being able to speak to the data science team in a more productive way."

Global Program Director, Digital Insight Centre, Novartis

How This Training Can Help You And Your Team Prepare For The Future

- Learn how to identify the strategic innovation differentiators that are needed to create the winning organizations of tomorrow
- Understand what AI is, what it can do, how it applies to healthcare commercial strategy
- Identify which of your challenges will bring about the strongest commercial results using AI
- Follow a design thinking framework to find the optimal solution
- Ensure that your solution puts the customer and customer experience firmly in the center
- Know how to plan what data you would need to implement the kind of solution you have come up with
- Understand how to decide if you need a tech stack, or if your challenge is a pure data science one
- Know how to plan costs for the project
- Ensure strong ROI achieved from the first project with the ROI planning spreadsheets to keep your finance teams happy
- Have a bullet-proof business case presentation for solving your biggest challenges with AI
- Gain credibility across organizational functions to drive change
- Learn how to effectively lead data science and analytics teams with a strong strategy and plan
- Speak the same language as vendor's and your tech and data science teams so you know what makes commercial sense for you

The Only Course Of Its' Kind, Designed For Healthcare Commercial Teams

The program was designed by Dr Andree Bates, an expert in her field who has been working in AI strategy and healthcare for over 18 years. It is grounded in real-world expertise and current applications for healthcare commercial applications. You'll be learning using industry case studies, examples, and problems. The curriculum is up-to-date, practical, and immediately applicable to your working healthcare life.

Grounded in real-world expertise and current applications for healthcare commercial applications.

"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*

A foundation in AI for commercial application and implementation for healthcare teams

This training program, is for non-technical healthcare commercial people to ensure they can easily understand AI as it applies to them and their challenges, and be able to design a bullet-proof strategy of how to use it to solve their own challenges.

- **Pathway to proven AI expertise**
- **Ideal for non-technical executive and commercial teams**
- **Taking you from zero knowledge to being a master of strategy and results**
- **Flexible online learning experience**
- **On-demand**
- **On-line course collaboration workspace**
- **Easy-to-navigate**
- **Guided by industry experts**

The program is entirely on-demand so you can learn at your own pace. Consists of:

- **10 modules,**
- **31 videos,**
- **31 audio versions for learning on the go**
- **31 workbooks,**
- **Plug and play ROI excel workbooks,**
- **Plug and play PowerPoint presentation,**
- **Internationally recognized certification.**

Course Summary

Details at <https://eularis.com/understanding-artificial-intelligence-training-for-healthcare-teams/>

“Dr. Bates is the best translator of AI for Healthcare commercial teams so that the translation allows for a strong collaborative partnership with data science teams. Something that was difficult to achieve in the past.”

*Christina Renner-Thomas
European Council - Co-Chair
Advocacy Committee, Healthcare
Businesswomen’s Association (HBA)*

“Great foundation to understand and use AI for marketing.”

Merck, USA

MODULE 1: How To Understand AI Without Being a Techie

MODULE 2: The Minimalist Guide to the AI Process

MODULE 3: Shortcuts to Finding the Right Challenge to Solve with AI

MODULE 4: Design Thinking to Create Your Innovative Solution

MODULE 5: Get Rid of Poor Customer Engagement and Experience

MODULE 6: Data Secrets

MODULE 7: How To Plan Your AI and Tech Stack Without Math or Tech

MODULE 8: The Cheats Guide to Compelling ROI

MODULE 9: Shortcuts for Completing Your Business Case

MODULE 10: The Minimalist’s Guide to Creating Your Business Case

Assessment, certificate, and fees

Your skills will be assessed and recognized by an international accreditation body and you will receive both a paper certificate and a verifiable digital certificate by a recognized accreditation body used by IBM, Oracle, and many colleges and universities.

The fee for Level 1 is US\$1,299, includes all the course videos, workbooks, commercially ready ROI templates and access to a course collaboration workspace. Fees are adjusted on an annual basis and this should only be a guide.

Graduate with a globally recognized certificate without putting your career trajectory on hold.

Your AI In Healthcare Journey Begins Today

Click here to find out more and enrol:

<https://eularis.com/understanding-artificial-intelligence-training-for-healthcare-teams/>



About Your Trainer: **Dr. Andrée Bates**

Dr. Bates is the founder and CEO of Eularis, which was founded in 2003. She has blended expertise in Artificial Intelligence (AI), and the Pharma/Healthcare industry. Eularis starts with the strategy to ensure that business needs lead the technology and not the other way around.

For 18 years Eularis has used big data and sophisticated artificial intelligence (AI) to create custom solutions for pharma, fuelling dramatic improvements in financial results through custom, targeted solutions.

Dr. Bates has led Artificial Intelligence-powered programs for numerous top-tier pharmaceutical companies in areas such as medical affairs and sales and marketing. These have all resulted in measurable results for her clients. She has authored many articles in peer-reviewed journals and industry reports and has been a guest lecturer in three university MBA programs at INSEAD Business School, St Josephs' University, and Fordham University, as well as being a guest speaker in numerous internal pharmaceutical company meetings and conferences globally.

Dr. Bates is now on a mission to ensure all healthcare companies create strong strategies, match their needs to the relevant tech.

"During my 30 years of career in senior executive roles in the life sciences industry, I have met few professionals as gifted as Andrée Bates. Andrée demonstrated her abilities as a skilled professional in the services to the life science industry before revealing her entrepreneurial spirit and edge through the success of Eularis. In the various instances in which we have been collaborating, Andrée displayed 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. Her broad professional knowledge and her proven ability to work across cultures are genuine assets for global advisory roles and board director positions."

Dr. Pierre Morgon Chief Executive Officer, MRGN ADVISORS, Chairman of the Board of Health Technology Holding plus many other board roles.

“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

About Eularis

Eularis is the leading provider of advanced AI strategy and implementation for the global Pharmaceutical Industry. The company was founded in 2003 and since then have created numerous strategies and built close to 300 big tech builds with AI to provide data-driven insights and revenue results for their clients.

Eularis applies sophisticated Artificial Intelligence algorithms to remove uncertainty with pharma sales and marketing decisions. Eularis specialize in solving pharma strategic and marketing problems with creative AI-powered solutions. These overcome specific pharma challenges and provide clients with results-oriented outcomes.

Registration

Website Registration for the Certification Training, Artificial Intelligence: From Understanding to Strategy to Implementation for Healthcare course

<https://eularis.com/understanding-artificial-intelligence-training-for-healthcare-teams/>

Contact us

Form: <https://eularis.com/contact-us/>

Email: abates@eularis.com

Website: <https://eularis.com/>

Telephone: +44 (0)203 957 7553

Detailed Course Overview

MODULE 1: How To Understand AI Without Being a Techie

This introductory module helps you understand how AI is used, what AI is, how it works, and how specific companies are using it now. Nine instructional videos.

Part 1: Introduction To AI: The Good

Part 2: Introduction To AI: The Bad

Part 3: Introduction To AI: The Ugly

Part 4: How Does AI Differ From Traditional Statistics?

Part 5: An Overview of Types of AI

Part 6: The Dummies Guide to AI Math

Part 7: How Companies are Using AI Right Now

Part 8: How Companies Are Using AI in Marketing

Part 9: AI And Your Job

"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*

MODULE 2: The Minimalist Guide to the AI Process

This module takes you through the various steps to create data science projects or big tech machine learning projects. One instructional video.

Part 1: The Process

MODULE 3: Shortcuts to Finding the Right Challenge to Solve with AI

This module works through figuring out which of your business challenges is optimal to solve with AI, and then how to validate that challenge. Five instructional videos.

Part 1: Understanding the Options

Part 2: Finding the Problem

Part 3: Mapping the Problems

Part 4: Analyzing the Stakeholders

Part 5: Interviewing the Stakeholders

“Thoroughly enjoyed your insights of Pharma industry and the impact AI could have in our ability to reach the target patients, influence the HCPs and make better decisions with the utilization of our resources across the sales and marketing channels.”

**Director Business Partners,
Pharma Commercial Ops,
Bayer Pharmaceuticals**

“The feedback I have received from students has been ‘amazing’. I know you have a very busy schedule but do keep in touch with us. Your work is of great interest to our centre.”

**Professor Falguni Sen - Director, Global
Healthcare Innovation Management
Centre (GHIM), Fordham University**

MODULE 4: Design Thinking to Create Your Innovative Solution

This module takes your identified challenge from the previous module and through specific techniques to guide you to thinking laterally and innovatively to create a winning solution. Three instructional videos.

Part 1: Becoming Creative

Part 2: Time to Figure This Out

Part 3: Evaluating the Options

MODULE 5: Get Rid of Poor Customer Engagement and Experience

This module ensures that the solution you identified in the previous module is firmly focused on your customer and provides them with a superior customer experience. This module clarifies the difference between customer service, experience, and engagement and what the environmental changes mean for this in our healthcare landscape. Two instructional videos.

Part 1: Customer Service / Customer Engagement / Customer Experience

Part 2: How is the environment Changing and What does this mean for us?

MODULE 6: Data Secrets

This module lifts the lid on data so you know what data is for AI projects (hint, it is not in a spreadsheet), and how to decide what data is right for your project and how to find that data.

Next, we review what you need to look at with the data and what information you need to give to a data scientist to get a reasonable estimate of hours. Five instructional videos.

Part 1: Understanding Data Used in AI

Part 2: What is Big Data

Part 3: Choosing and Finding Data for Your Solution

Part 4: Once You Find the Data, What Next?

Part 5: Getting a Data Scientist's Help

MODULE 7: How To Plan Your AI and Tech Stack Without Math or Tech

Understanding your AI and Tech stack the non-tech way by building on your foundational thinking in AI with key concepts, components, and functions. Data science projects don't necessarily need a tech stack, but machine learning ones do.

“I highly recommend the designed course by Dr Andree Bates, because she has translated the technical speak, into a language which I am now confident in solving traditional challenges with innovative and cutting edge AI and digital solutions.”

Vicky Stavroulakis, Co-Founder & Director, PintarHealthConnect

“I continue to receive positive feedback and comments from everyone across the region on how much they have enjoyed your session. Not only has it inspired a lot of meaningful reflections among our people, it is clear to me that a lot of their proposed follow up actions have been positively influenced by your insights.”

Senior Director, Marketing and Medical Affairs, CSL Behring

Learn the difference between the two and understand when you need a tech stack, the information you need to communicate to the CTO and engineers. This module helps you understand when you need a tech stack, and what it is if you do.

Learn what information you need to give to your data scientists and tech engineers to help them gauge which elements are best for your needs. Make better, smarter decisions and learn how to ask the right questions going in so there are no surprises down the line. Three instructional videos.

Part 1: To Stack or Not to Stack, That is the Question

Part 2: What is a Tech Stack?

Part 3: What to Ask Your Data Scientists and Tech Guys

MODULE 8: The Cheats Guide to Compelling ROI

If you are doing any project, you are going to need a business case showing ROI. This module takes you through the various approaches to calculating ROI and provides plug and play ROI Excel spreadsheets to help you plan your ROI for your project. One instructional video.

Part 1: The Cheats Guide to Compelling ROI

MODULE 9: Shortcuts for Completing Your Business Case

The final pieces of the puzzle before putting it all together. Here we collate any extra pieces for your business case that have not been covered previously so you have everything you need ready to go into your final module – creating your business case PowerPoint deck. One instructional video.

Part 1: Shortcuts for Completing Your Business Case

MODULE 10: The Minimalist’s Guide to Creating Your Business Case

This final module of level 1 helps you put it all together into strong a presentation geared for senior leadership and budget holders. . Use the AI template Powerpoint to make this easy. One instructional video.

Part 1: The Minimalist’s Guide to Creating Your Business Case

We have 5 Levels of training that take you up to being a leader in this space. What is described here is Level One, which lays a solid foundation to help healthcare commercial teams develop a working plan that will get them measurable results. When you complete this level, you will be able to identify strategic areas where AI makes sense to your business, plan a solution, calculate ROI, and present a business case to senior leadership.