



EULARIS



How to Embed AI into Healthcare Market Research for Greater Results

By Dr. Andrée Bates,
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Contents

Introduction	3
Challenges facing healthcare market research teams	4
Challenges facing healthcare market research agencies	5
Common ways being used to differentiate healthcare agencies	7
Ways market research is being turned upside down with AI	9
Why you should become an AI-empowered healthcare agency	12
Applications, use-cases, and impact	13
Recruitment	13
Primary market research	14
Secondary research	16
Delivering insights	19
The Future of AI in healthcare market research	20
Conclusion	22

Introduction

Market research in healthcare has already greatly benefited from the digital revolution, and artificial intelligence (AI) is already being used to reshape market research, from recruitment and questionnaire design to data organization and analysis. In addition, AI-powered disruptors are dismantling all areas of the value chain in market research, taking revenue away from incumbent healthcare market research agencies.

To survive, agencies and market research teams need to do more than simply graft AI solutions onto existing processes. Instead, market research must be reimagined and reorganized in light of these solutions and built into a cohesive and coherent approach. Only by embedding AI into healthcare market research and understanding how their own market is changing can businesses hope to maintain relevance in the years to come.



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Challenges facing healthcare market research teams

Market researchers working in the healthcare and pharmaceutical industries face a lot of pressure to perform. Many brand decisions are made based on insights from market research, and if those decisions don't pay off, the blame often lands at the feet of market research and business insight teams.

There are a number of challenges facing such teams.

- Despite technological advancements, respondent recruitment remains relatively slow and is a key limiting factor. Identifying, targeting, and communicating with segments is a lengthy and imprecise process.
- Data gleaned from traditional market research is static, representing a single snapshot in time and space; between observation and delivery, markets can shift dramatically. This makes it difficult to predict and respond to changes in healthcare providers (HCP) and patient behavior and market dynamics.
- The emotional aspects of responses have also been historically very difficult to identify, organize, and analyze. Thus, researchers miss out on key customer information and are unable to understand the emotional and psychological levers involved in decision-making, especially as they differ between segments.
- Finally, despite—or perhaps due to—an unprecedented abundance of data, market researchers still struggle with linking results from one piece of research to the next. Similarly, quantitative and qualitative research has tended to remain distinct, thus multiplying time and money spent on recruitment, communication, organization, and analysis.

Overall, these problems erode confidence in market researchers' findings and greatly limit what insights can be made.

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Challenges facing healthcare market research agencies

Now more than ever, you need a way to really differentiate your healthcare agency offering. A recent AI Lab we have been doing is working with healthcare agencies in helping them create a unique differentiator for their agency using AI.

Think about it. Let's assume you work for a healthcare market research agency, or a healthcare consultancy. Why is it that clients come to you? What specifically is different and value added that your team brings to the table?

When I browse healthcare agencies, apart from specializing in this vertical I see phrases like 'your partner', 'award winning', 'integrated' 'full service', 'strategic research', 'commercial expertise', 'unlocking potential', 'delivering results', and so on. The same phrases appear on many websites. Most agencies are guilty of this. And there are so many agencies that all sound similar. The teams have all worked in pharma, they all have commercial expertise, they all offer results, they all have awards and so on. Given the sameness of most agencies, it is likely that the work is most likely largely repeat work or through contacts, as the phrases used on the website are all offering the same thing. Everyone is chasing the same clients with the same pitches.

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Agencies need to differentiate themselves clearly with a unique offering that provides a unique value proposition for their agency. This market is large and competitive. This is partially because of the low barrier to entry to start an agency. Many retired, redundant or even fired ex-pharma people start agencies as you simply need some expertise, some contacts and a few months of money to keep you going. According to Statistica, there are almost 40,000 advertising agencies in the US alone. A large chunk of these have healthcare divisions. How many of these agencies are 'trusted partners', 'integrated', 'full service', 'award winning' and so on? Most have similar claims.

To carve your stake in the ground, you need to have something unique and value-add that only you can do. The healthcare agency environment satisfies all the key criteria described by Michael Porter to use differentiation as a competitive strategy. These were hyper competitive market, not price sensitive, clients with specific needs, firm can fulfil unserved needs. And yet, if you look at agency websites, they are all about the same things and say they have the expertise, deliver results, are focused on several things. They are all hesitant to really differentiate on one core thing for fear of missing out on business in another space. However, in this effort to do everything that seems to be flavour of the month, they end up being the same as everyone else and end up being 'okay' at each of their areas—despite their claims. You can only be exceptional at a few things. Yet only a few agencies want to limit themselves to that. However, the trends in agency hire now have moved away from one agency to do everything as pharma increasingly turn to niche specialists for specific aspects of what they do—be it customer journey mapping, or customer experience design or whatever. The agencies that do that one thing and do it so well that their expertise stands head and shoulders above the rest are the ones that win the business now. Not the ones that do a load of things.

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Common ways being used to differentiate healthcare agencies

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Expertise and Authority

What is the core area that you and your team have worked on for decades (or the longest time you can)? What expertise has you and your team built up over a very long time that your competitors cannot claim. This is one way to differentiate. Unfortunately, many companies have teams with decades of the same expertise, so this is difficult to differentiate on well anymore.

High value content

High value content can differentiate you. But these days everyone has blogs, videos, white papers and webinars. A useful value add tool being offered can be a good way to highlight your expertise and differentiate your brand. However, so many of these are being done by many agencies now, so again, it can be difficult.

Pricing Model

It used to be time and materials, but increasingly buying teams want to pay a set price and know what they get for that. Some agencies are coming up with a set pricing model that includes and excludes various aspects and this approach is becoming preferred over the old time and materials approach. However, then it comes down to price, so you will also need to be very good at something niche on top.

What's missing?

The key thing missing is using AI to create a competitive differentiator that uses what you do well, but empowers it with AI, and then takes it to a level that no one else has.

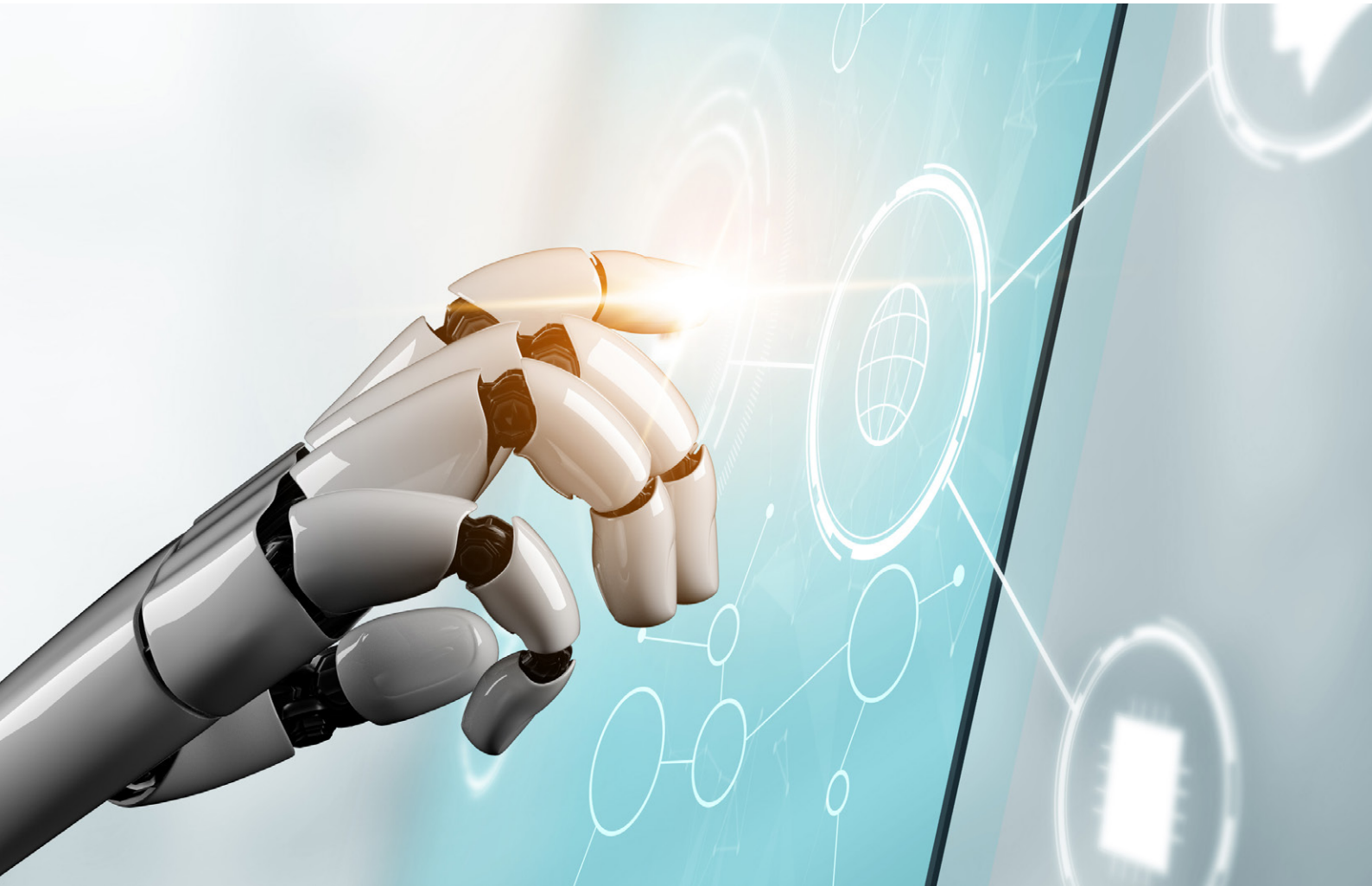
Say you are the only agency that do what you do in a superpowered way with AI? And what you do fills an unmet need with your target audience that other agencies cannot do as they have not got the AI layered on top of this niche area?

Then you own the playing field. You have a niche market with something special that your agency and your agency alone can do.



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Ways market research is being turned upside down with AI

Each day I uncover fascinating Artificial Intelligence powered solutions that are shaking up different elements of healthcare commercial team jobs. I look for best-in-breed solutions that not only proven to be doing what they say they do, but that also have repeatable great client results. I then put these 'secret weapons' into our membership for our members to be able to know what they can use to enhance their brand and company results (and careers!). This week, I have been conducting interviews with some teams with amazing tools that are powered by Artificial Intelligence that help healthcare market researchers in so many different ways. Here is a summary of the types of tools I have found for market research that utilize the power of Artificial Intelligence.

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1. Faster recruiting of participants

Every time I have been involved in market research, something I have found frustrating is the speed (or lack thereof) of recruitment. This can take weeks (or months in some rarer condition cases). And this is expensive when it doesn't happen as fast as you had hoped. However, one company is actually using Artificial Intelligence to speed this process up by using Artificial Intelligence to learn what works for what variables of person and therefore can personalize your invites, get more opens, clicks, and conversions to participate, by generate language that strikes the right tone to convert that invitation into a rapid conversion to participate.

2. Virtual moderators

In the past these were constrained as the capabilities of the chatbots employed were limited to pre-programmed questions. However, the new generation of chatbots are in a different league. If we examine one of the leading ones, the natural language capability she displayed and the logic to probe and investigate was impressive. This particular chatbot already has the capability to moderate and probe similar to a human would.

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One of the advantages of utilizing Artificial Intelligence is the ability to analyse data in real time.

3. Powerful community management

Artificial Intelligence is already being used in online communities to identify which participants provide the most engaged and considered interactions but also to make suggestions of ways to get more value out of the other community members. This is a way to get far more valuable market research insights from disengaged communities by utilizing AI to help the community managers provide the right support to individuals to reignite their interest and get more valuable contributions from them.

4. Analyzing data in real time

One of the advantages of utilizing Artificial Intelligence is the ability to analyse data in real time. There are already platforms that allow real time data to be unearthed, read and analyzed in real time. This will mean that for much market research in the future, we will not require market research 'studies' per se but we can be constantly analysing data from our customers in real time and unearthing the insights.

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5. Processing opened-ended questions automatically

A natural language processing company that I have already interviewed in the past for the membership showed me a demo today. I personally had not seen it in action until today either. What amazed me in that unlimited open-ended market research questions can be uploaded and the language analysed, in less than 30 minutes. In the past this would have taken days – if not weeks – of human analyst time. Now the process is done more accurately than a human can possibly do, in a fraction of the time.

6. Automating language analysis

The same tool mentioned above automates any kind of language analysis and I was shown demos of instant analysis of Pfizer versus Janssen use of language around lung cancer highlighting the differences in minutes. This same language analysis can be used for all types of market research language analysis data.

7. Automating actionable insights by allowing machines to deliver most of the “what” in data analysis.

One tool I have been examining is focused on automating the analysis and story telling of the actionable insights. This previously was the preserve of the human analyst. Not any more. In fact, several of the big 5 consulting firms are actually using this tool to deliver ‘their’ insights in their management consulting today.

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Why you should become an AI-empowered healthcare agency

We are at a transition period in the agency world. Some are embracing AI and some are sticking to what they always. Here are some advantages of becoming an AI-empowered niche agency.

Stronger results for your clients

Uncover previously unseen and un-accessed insights for your clients because of the ability to use AI on your data. Using AI, you can access insights in real time and decide in real time for your clients when the decision is needed and not months later.

Easier to scale

If humans are making all the decisions and brain power of your niche, you are relying on their time. Things that would take a human days could take AI seconds. Without relying on humans to do everything, you can offer much more scale in the work being done for clients, much faster, and less expensive than having humans do it all.

Better customer service

AI can be used for customer service. Take the Bank of America. They have replaced 50% of their customer service staff with AI and get stronger customer satisfaction. However, even without AI for the customer service, if the AI is doing the other work, your humans have more time to spend on customer service as well.

Lower costs

With much of the burden of the work being done by the AI system, the costs to implement the work are far less and they need less staff and the overheads are lower which can translate into savings for your clients as well.

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Applications, use-cases, and impact

By leveraging AI, market research companies and embedded teams can make better use of consumer data and ultimately provide a higher-quality service to stakeholders. Here are just some of the ways AI is being used successfully to better understand healthcare and pharmaceutical markets.

Recruitment

As already mentioned, respondent recruitment remains a key complication in market research. It takes time and money, and as the first step in market research, is a primary limiting factor. A variety of AI tools now exist, however, to help optimize this process.

Phrasee, for example, is an AI-powered SaaS platform that enables businesses to find the most effective marketing language to meet their goals. The app generates dozens of on-brand messages based on a few simple questions about your campaign, sends out tester messages to a small portion of your audience, then gauges engagement and decides on the best language to use moving forward, increasing participation rates dramatically.

The challenge with Phrasee is that it was designed for big FMGC brands and so if you are using, it requires hundreds of thousands of target emails and in pharma and healthcare in general, we rarely have that many on our market research target lists. However, one can create something custom that uses AI to do this for your level of target lists – just not with Phrasee.

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Primary market research

Primary market research, which refers to qualitative and quantitative research conducted via surveys and questionnaires, has remained relatively unchanged in scope and complexity even after the digital revolution. But AI is now being used to reshape how it's conducted in a variety of ways. Here are a small handful of off-the-shelf AI solutions being employed by healthcare agencies already.

For example, [Revuze](#) is an AI platform that collects unstructured data from surveys, reviews, and other user-generated content. It then intelligently classifies and organizes it to identify topics that matter most to consumers, building a unique taxonomy for each without the need for human input.

In a similar vein, [TAWNY.ai](#) is leveraging AI to understand the emotional impact of campaigns via affective facial analysis, allowing for scalable, deeper, and more easily quantifiable emotional insights from respondents. Similar AI solutions exist for detecting emotion in voice and text (from surveys or focus groups, for example).

A variety of AI companies also offer powerful solutions for social listening, which goes much deeper than social monitoring by leveraging natural language processing and sentiment analysis to understand the conversations people are having in real-time about a particular topic, product, or service.

[Remesh.ai](#) represents a revolutionary new approach to combining qualitative and quantitative research by allowing for qualitative insights at great scale. Remesh's platform enables a single moderator to engage with and analyze the responses from up to 1,000 participants in real time. From open-ended responses and voting exercises, the Remesh AI analyzes and organizes responses, revealing common themes and the spread of opinion.

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Finally, [Qualtrics](#) is a popular and powerful AI platform that enables companies to scan responses to understand the impact of questions and campaign content on respondents. It can then make suggestions on how to improve questions to maximize response rate and quality.

There are so many more off-the-shelf AI solutions that we see many healthcare market research agencies are all using. These are better than using nothing but not really offering the agencies a real competitive advantage because they are off-the-shelf and available to everyone. They are more or less the entrance to the ballpark these days. If agencies are not using these, they will soon become less and less relevant.

But, it doesn't give them the unique differentiation and competitive advantage needed today to really make a difference to the agency results.

Forward-thinking agencies are thinking through their customer needs, their unique data assets, and creating custom AI solutions that no other agency can access or offer to provide unparalleled competitive advantage.

[Eularis](#) has now worked with several healthcare market research teams in pharma as well as healthcare agencies in this area and been able to assist them in creating totally unique offerings that leverage their unique data assets and provide them with a customer-focused unique competitive advantage that translates into stronger customer relationships and measurably increased revenue.

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Secondary research

Secondary research refers to the use of data collected and organized by outside sources, including government agencies, peer-reviewed journals, newspapers, and other publications. We can also include here archived in-house research from previous campaigns. There is an enormous amount of data available to market researchers today—so much so that no human team can hope to ingest and analyze it all.

Fortunately, a variety of AI solutions can solve your challenges

Most pharma companies have an abundance of market research information within masses of PowerPoint documents. The teams that create these documents know the contents. But that knowledge is easily lost when employees leave or transfer to other areas.

We have created a custom **chatbot** for a pharmaceutical market research client's masses of market research report presentations to solve a challenge they had around not being able to pinpoint where specific nuggets of information were within the masses of powerpoint files, which posed a challenge for them when staff changed and took the knowledge with them.

Combing through each presentation for relevant insights would be a tedious and time consuming task. The person searching for insights couldn't be sure whether the information they need is even there at all. And even it is, it would be easy to accidentally skip over something important.

Using a keyword search could speed up the process to an extent, but even then, the process is largely manual and ineffective if you're dependent on exactly matching keywords and phrases.



Thankfully, AI and natural language processing can solve this problem. Just look at Google. They made search results more relevant to the searchers' intent when they incorporated AI into their search algorithm Rank Brain in 2015. Through natural language processing and semantic search, relationships between similar products can be identified even when the searcher may not be fully sure of the name of item they are seeking.

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So where do the chatbots fit in? We can layer chatbot technology on top of the AI-enhanced search, so the marketers don't even need to type.

Eularis did the same thing with our [clients powerpoint results data](#). By creating a database of all the market research PowerPoint files and applying AI search to it, one can effectively allow everyone on your team to have the entire database of knowledge at their fingertips. Plus, they can search it in multiple ways, even if they don't know whether what they are seeking is in there. The AI natural language processing will be able

to interpret what is required and identify the content they are seeking.

So where do the chatbots fit in? [We can layer chatbot technology on top of the AI-enhanced search, so the marketers don't even need to type](#). They can simply ask the question like they would with Siri or Alexa.

This may seem like a small thing, but it can be a big help. Remember, one of the biggest reasons that chatbots are becoming more widespread is their ability to interpret and mimic conversational language. This means that marketers simply need to ask questions rather than try to figure out what keywords or phrases will return relevant results.

→ [Read the Eularis case study above here.](#)



Let's go back to the examples above: *"What is the key unmet need uncovered in this patient segment?"* or *"What imagery will speak to this target segment?"*

When the information in all those PowerPoint presentations has been properly collated, tagged and the AI and Natural Language Processing has been implemented, the system can quickly search for answers based on the intent, whether or not the keyword phases match exactly.

And rather than return a big list of documents for the marketers to go through, the chatbot delivers pulls out just the specific information needed to answer that question, just as Siri or Alexa do with their voice search functionality.

And those are just an example. Imagine all the opportunities a solution like this opens up for all your initiatives. You can ask questions to unlock key insights for everything from brand positioning, to your next launch strategy to specific marketing and customer communications components.

And the best part is, the more questions and other interactions the chatbots have with users, the more accurate and predictive they become. We can even program them to alert other people and link to calendars so they can pull key insights for meetings with agencies and other partners.

The approach we implemented above is not an off-the-shelf solution but one that is certainly a time saving effective approach to knowledge management. But there are off-the-shelf AI tools for many other things - although not quite as powerful as a custom solution.

Another approach that can be used is creating an AI platform to get more out of their secondary research. Ninety-five percent of content available to businesses for decision-making is unstructured, spread about in PDFs and various other file

*Imagine all the opportunities
a solution like this opens up
for all your initiatives.*



formats that defy simple indexing and analysis. Using AI enables businesses to unite secondary research sources in a single database and offers AI-powered search solutions. One can leverage this approach to access and analyze a library of 5+ million news, blogs, broadcasts, and regulatory documents, plus natural language processing, to understand shifting public and regulatory sentiment regarding products, ingredients, treatments, and more.

Delivering insights

The final stage in market research, and arguably the most important, is delivering insights to stakeholders in a comprehensive, cohesive manner. Known as “storytelling,” this means building a narrative that allows decision-makers to understand the insights, their context, and how they should be applied.

AI is impacting delivery in a big way, too. There are AI tools that use artificial intelligence to automatically generate data-based stories in a human-readable format, offering genuine insights from any number of business sources. A large number of such tools exists today, making it easier for market researchers to craft data-driven, persuasive, actionable insight stories.

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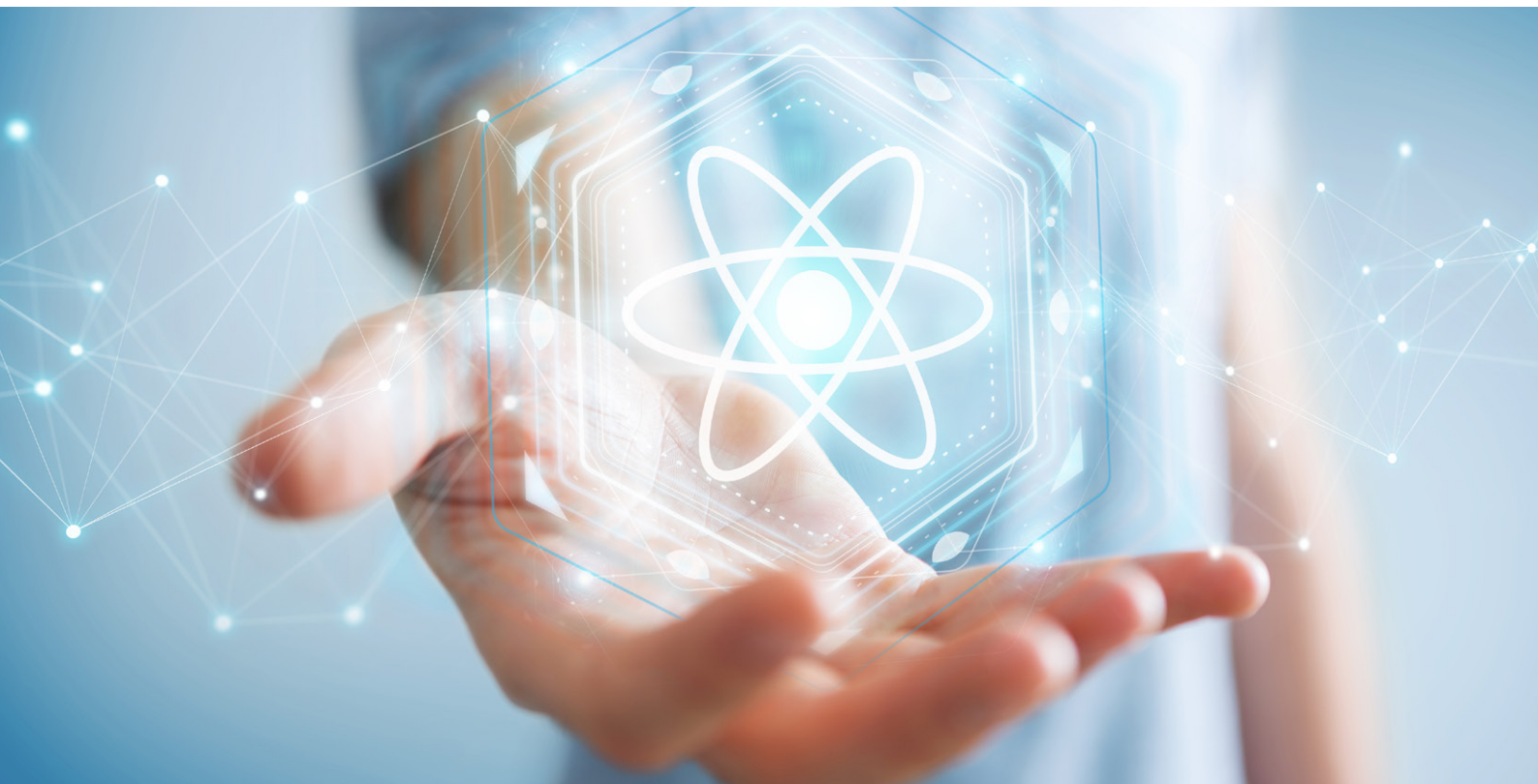
The Future of AI in healthcare market research

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Artificial intelligence is advancing at a rapid rate. Market researchers need to start preparing now for the tools of the future and planning a roadmap for how to integrate key elements in the new ecosystem. These include:

- **Data.** New forms of data are being created all the time. Soon, this will include deeper emotional information from customers and consumers. Wearables, cameras, social media content, and device data from smartphones and tablets will come together to paint a fuller picture of customers, which will need to be leveraged at every step of the market research process.
- **Intelligent analysis.** AI is becoming more adept at not just organizing but also intelligently analyzing and evaluating data in ways that more and more closely approximate human interpretations. Elements of this exist already, but it will become increasingly important for market researchers to understand how these analyses are generated, what human biases influence them, and how they can be leveraged to benefit stakeholders.
- **Always-on insights.** A holy grail of market research, continuous, spontaneous conversations with a wide audience may one day replace questionnaires and focus groups. Advanced conversational AI, like that offered by industry leading digital humans will enable market research teams to engage with thousands of individuals in a human, conversational, interactive fashion. As AI learns to respond to human comments, evaluate their affective and cognitive components, and ask follow-up questions, researchers will have access to a longitudinal, ongoing picture of the market, rather than a static one.
- **Real-time decisions.** As a result of these changes, market research teams will need to adapt their data collection, organization, and presentation for real-time decision-making. The benefit is greater agility and the ability to respond to shifting markets as they evolve. This is one area where a truly cohesive and integrated AI approach will shine, as real-time information from always-on insights and intelligent analysis needs to work seamlessly with decision-making software (and humans).
- **Unique agency USPs.** By creating a solution that utilizes your unique assets with a strong understanding of your customer needs, an AI solution can be rapidly developed that allows healthcare agencies to really create a unique competitive advantage that can be measured in increased customer loyalty and increased revenue.



Conclusion

AI is disrupting healthcare market research, creating more data, deeper insights, and more immediate, adaptive decision-making. Healthcare research agencies offering a personalized customer experience with AI at the fore will be able to identify and convey superior market insights, generating not only significant savings and additional revenue, but also attracting and maintaining a larger customer base. Doing so, however, requires building a cohesive, AI-centric approach that goes beyond simply adding new tools to your toolbelt.

If you would like help in identifying where AI can confer the greatest benefit for your healthcare agency or pharma market research team, [Eularis](#) have developed a structured [opportunity lab process](#) that rapidly assists you in identifying the optimal AI solution that ensures your team are supercharging the results for your clients (internal or external) and have something unique that elevates you about all competitors. Contact us (email the author at abates@eularis.com) if you would like more information on that service that has already elevated market research teams around the world.

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ABOUT THE AUTHOR

Dr Andrée Bates

Dr. Andrée Bates is a pharmaceutical industry veteran with 30 years in the industry and 20 years working specifically in pharma AI. She brings blended expertise in Artificial Intelligence (AI), Pharmaceuticals, and Strategy. Dr. Bates has led Artificial Intelligence powered projects for numerous top-tier pharmaceutical companies in diverse areas such as clinical trials and R&D, market access, regulatory, medical affairs, and sales and marketing. These have all resulted in measurable growth in revenue, profit, and market share for her clients. Having worked in the pharmaceutical industry since 1993, and AI in Pharma since 2003, she has a detailed understanding of the pharmaceutical environment and how AI can be leveraged compliantly and effectively. She has authored many articles in peer-reviewed journals and industry reports. She has also been a guest lecturer on Healthcare Innovation and AI in multiple university MBA programs: INSEAD Business School (Fontainebleau), the Erivan K Haub School of Business at St Joseph's University (Pennsylvania), Fordham University (New York) Global Healthcare Innovation Management postgraduate program, and Bayes Business School (Formerly Cass Business School – The University of London), and she lectures on AI for Boards at Henley Business School at the University of Reading, as well being a guest speaker in numerous internal pharmaceutical company meetings and international conferences in UK, USA, Latin America, Canada, France, Germany, Spain, Hungary, Poland, Japan, China, Singapore, and Australia.



E U L A R I S

About Eularis

Eularis exist to help biopharma and healthcare commercial teams who want to weave FutureTech like Artificial Intelligence (AI) and Machine Learning (ML) and Virtual Reality (VR) and Augmented Reality (AR) and Internet of Things (IOT) to solve their challenges and deliver unprecedented measurable results.

The Eularis team of experts have 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 top 20 pharmaceutical companies ensures our clients have the right strategic and tactical questions solved and planned with cutting edge technology and AI. You have access to Pharma AI Futurists, Pharma Board level team, and AI Strategists, and Data Scientists and Big Data Engineers and Developers to ensure you are playing at the top of your game.

Every project is unique and begin by developing a deep understanding of your strategic needs and your data. Then, we plan the right approach to meet your strategic needs and transform your performance.

Learn more

eularis.com

TRY ONE OF OUR CORE SERVICES

AI STRATEGIC BLUEPRINT

1

Give us your most difficult challenges to solve with AI and FutureTech!

The problem of poor AI impact comes down to a lack of strategy and pre-strategy. We know AI is impressive, and we see the results all around us. So why do many pharma AI project never pass the pilot stage? There is a plethora of evidence as to why not having a strategic AI blueprint before you begin is problematic and leads to project failure. We create strategic AI blueprints to ensure all AI projects meet the company's strategic objectives and move the needle for maximum impact.

AI DEPLOYMENT BLUEPRINT

2

Ensuring the key foundational elements required for success in your AI FutureTech projects are in place.

In the pharma environment, we face unique challenges. Knowing where you want to go is one thing, but the trap many then fall into is ensuring that the key foundational elements are in place (e.g., finding the right data, getting through internal legal and compliance, buy vs build, tech planning SOW, choosing the optimal AI vendor etc.) so that you can execute quickly. Our deployment blueprint accelerates your ability to industrialise the opportunity effectively by taking care of all these foundation pieces enabling you to easily commercialize the most effective solutions rapidly and seamlessly.

AI MODEL IMPLEMENTATION & TECH BUILD

3

End-to-end solutions focused AI and tech implementation

Tech implementation from end-to-end including tech project planning, implementing security procedures, data discovery, data staging, data preparation, data AI modelling (with ML, NLP, Generative AI etc) model evaluation, UI/UX creation, integration services, software integration and cloud services, perform testing and quality controls and launch.

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