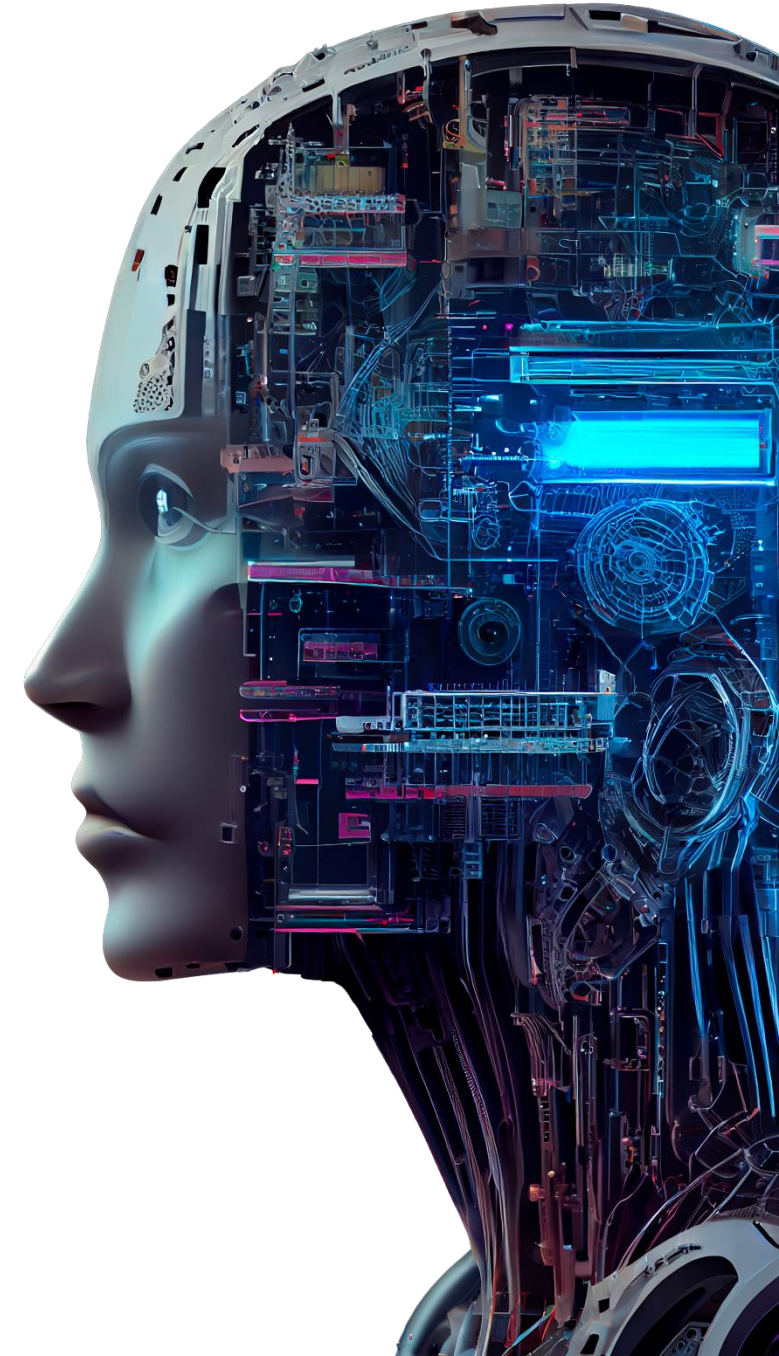


Embracing the AI Revolution: Exploring the Promising Future of Generative AI in HEOR

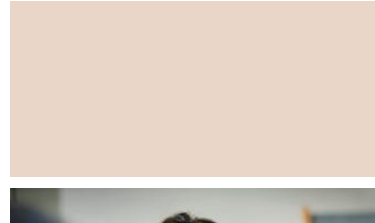
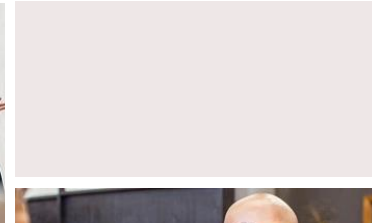
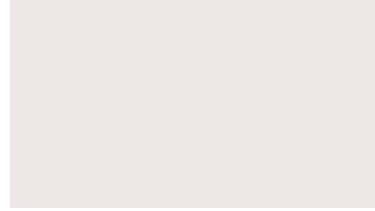
November 13th, 2023

Sven Klijn



Disclaimer

The opinions expressed in this presentation and on the following slides are solely those of the presenter and do not necessarily represent opinions of Bristol Myers Squibb.



How do you feel about generative AI in HEOR?

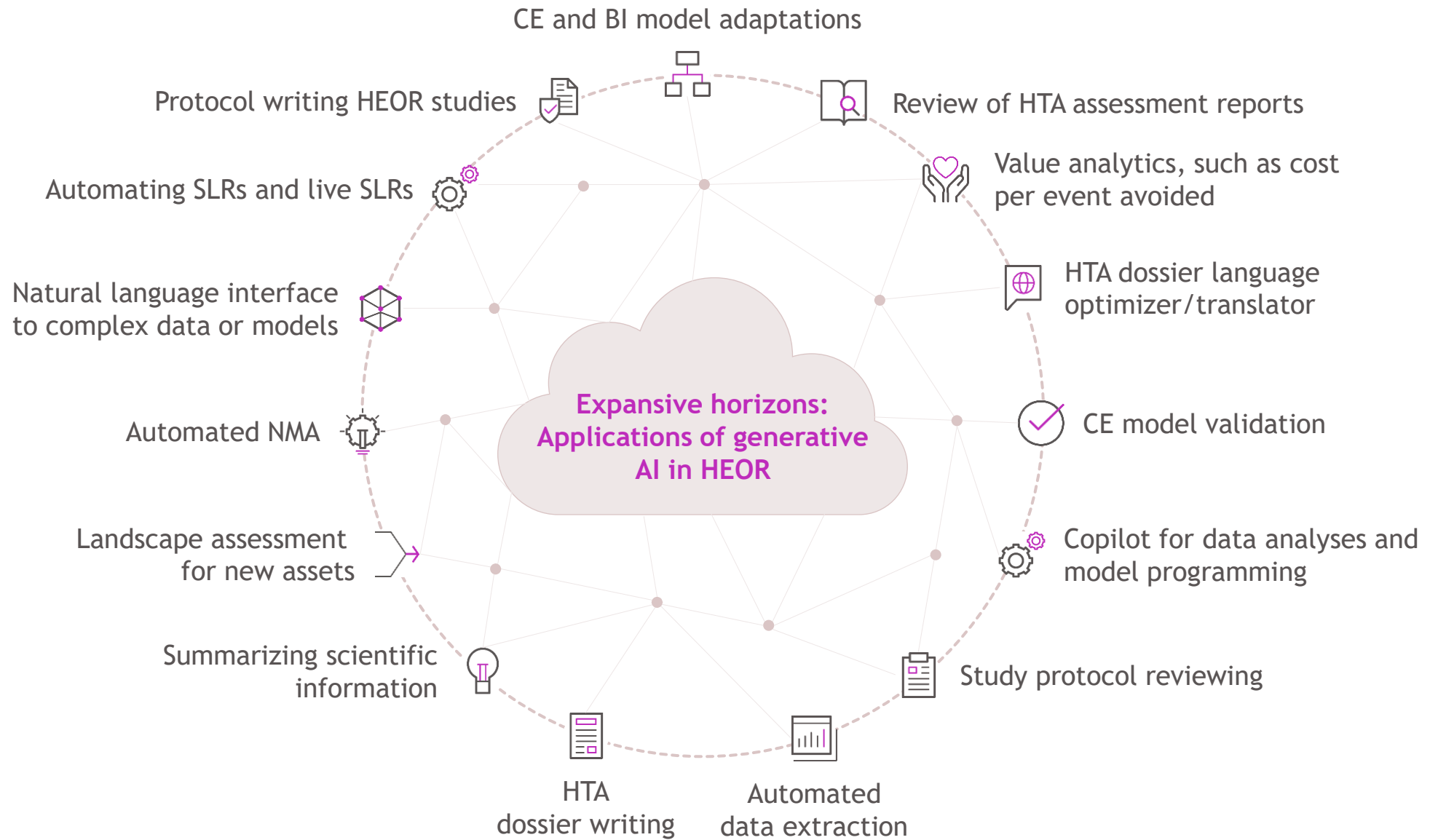
Navigate to this session in the meeting app to participate!

It's a hype: We'll have moved on to the next "big thing" in two years

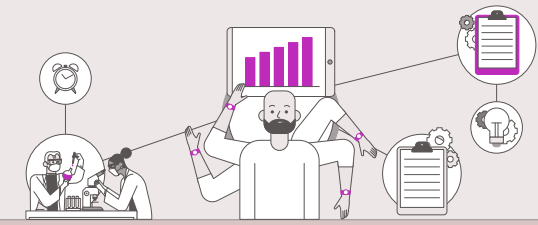
Only relevant for some niches

It's a useful new tool in the HEOR toolbox

This is going to completely transform HEOR



Anticipated impact of generative AI



Total impact across pharmaceutical industry¹

Across all industries, 30% of hours worked could be automated by 2030²

\$60-\$110 billion

(3-5% of industry revenue)

Primary divisions impacted are



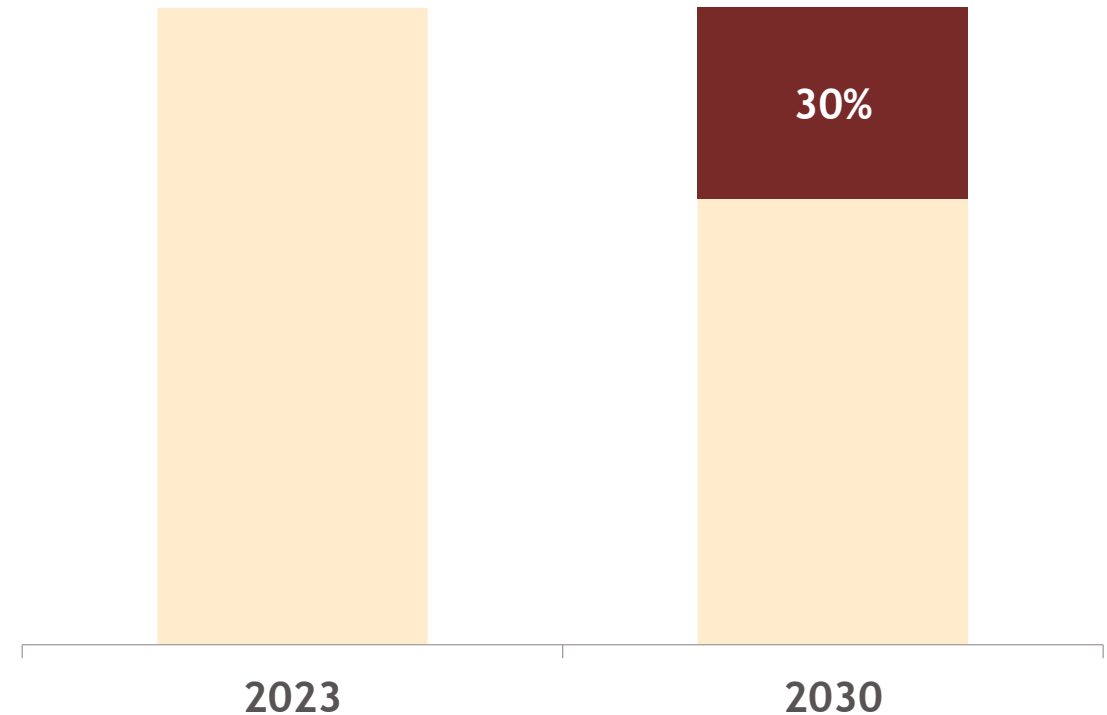
Product R&D



Commercialization



Software engineering



1. McKinsey & Company (June 2023). The economic potential of generative AI - The next productivity frontier
2. McKinsey Center for Government (July 2023). Generative AI and the future of work in America

Generative AI may enable



Faster execution,
shortening the time to bring
new treatments to patients



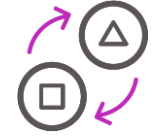
More consistent results,
due to automation



Reduced cost of generating
HEOR materials and evidence



Potential concerns with generative AI



“The AI hallucinates, so we can’t trust it”

“This is not HTA ready”

“It’s a black box”

“Generative AI is biased due to its training set”



Generative AI may become a disruptive innovation in HEOR



Sustaining innovations



- Improvements to existing products or services that meet the needs of an existing customer base
- Companies listen closely to their customers and invest in R&D to improve their offerings



Disruptive innovations



- Innovations that introduce a new value proposition
- Might initially be inferior to current products in certain performance aspects
- Over time, they improve and begin to address the needs of a broader audience, eventually disrupting the status quo

Disruptive applications of generative AI in HEOR



Flexible models that can capture high-dimensional data and complex interdependencies



Extracting insights from unstructured data like electronic health records



Stakeholder interaction simulations

Generative AI may enable



Faster execution,
shortening the time to bring
new treatments to patients



More consistent results,
due to automation



Reduced cost of generating
HEOR materials and evidence



Disruptive applications of generative AI in HEOR



Flexible models that can capture high-dimensional data and complex interdependencies



Extracting insights from unstructured data like electronic health records



Stakeholder interaction simulations



Live materials



“Ground truth” materials

Issue

Should we accelerate
the use of generative AI in all
domains of HEOR?