

EDUCATIONAL SYMPOSIUM



From Hype to Reality: Applications of Generative AI in HEOR and Market Access

MODERATOR



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Georgia World Congress
Center, Room A311-312

**MAY 7,
TUESDAY**
3:15-4:15 PM

ISPOR2024

Value
Analytics |  Labs

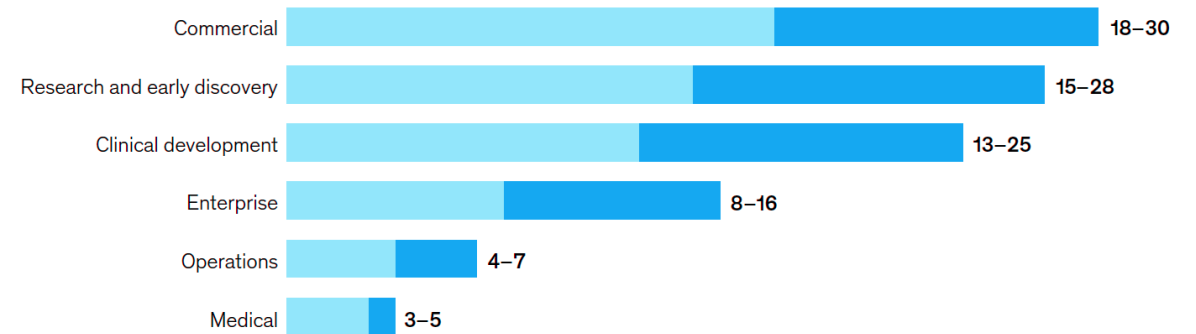
Generative AI in the pharmaceutical industry: Moving from hype to reality

by Chaitanya Adabala Viswa, Joachim Bleys,
Eoin Leydon, Bhavik Shah, and Delphine Zurkiya

January 2024

Generative AI is expected to produce \$60 billion to \$110 billion in annual value across the pharmaceutical industry value chain.

Expected value annually, \$ billion



Source: McKinsey analysis



Multiple
Choice

Which statement do you agree with the most regarding the use of generative AI?

- Generative AI is more hype than reality and is not ready for practical applications.
- I am using generative AI in my work, and it has proven beneficial.
- I am concerned about the ethical and safety implications of using generative AI.
- I am not much familiar with generative AI



Multiple
Choice

In which functions do you foresee generative AI being commonly used?

- **Pricing Strategies:** Simulating pricing models and their market impacts.
- **HEOR:** Supporting evidence generation and health economic modeling.
- **Market Access:** Analyzing HTA and reimbursement trends and simulate future product positioning
- **Value Communication:** Creating adaptive value dossiers and communication tools.

Panelists



Turgay Ayer, PhD

- Chief Scientific officer of ValueGen.AI, Value Analytics Labs, USA
- Professor, Georgia Institute of Technology, Atlanta, USA
- Perspective: current state of technology, its limitations, and a need for developing niche-LLMs tailored for the unique demands of HEOR and market access.



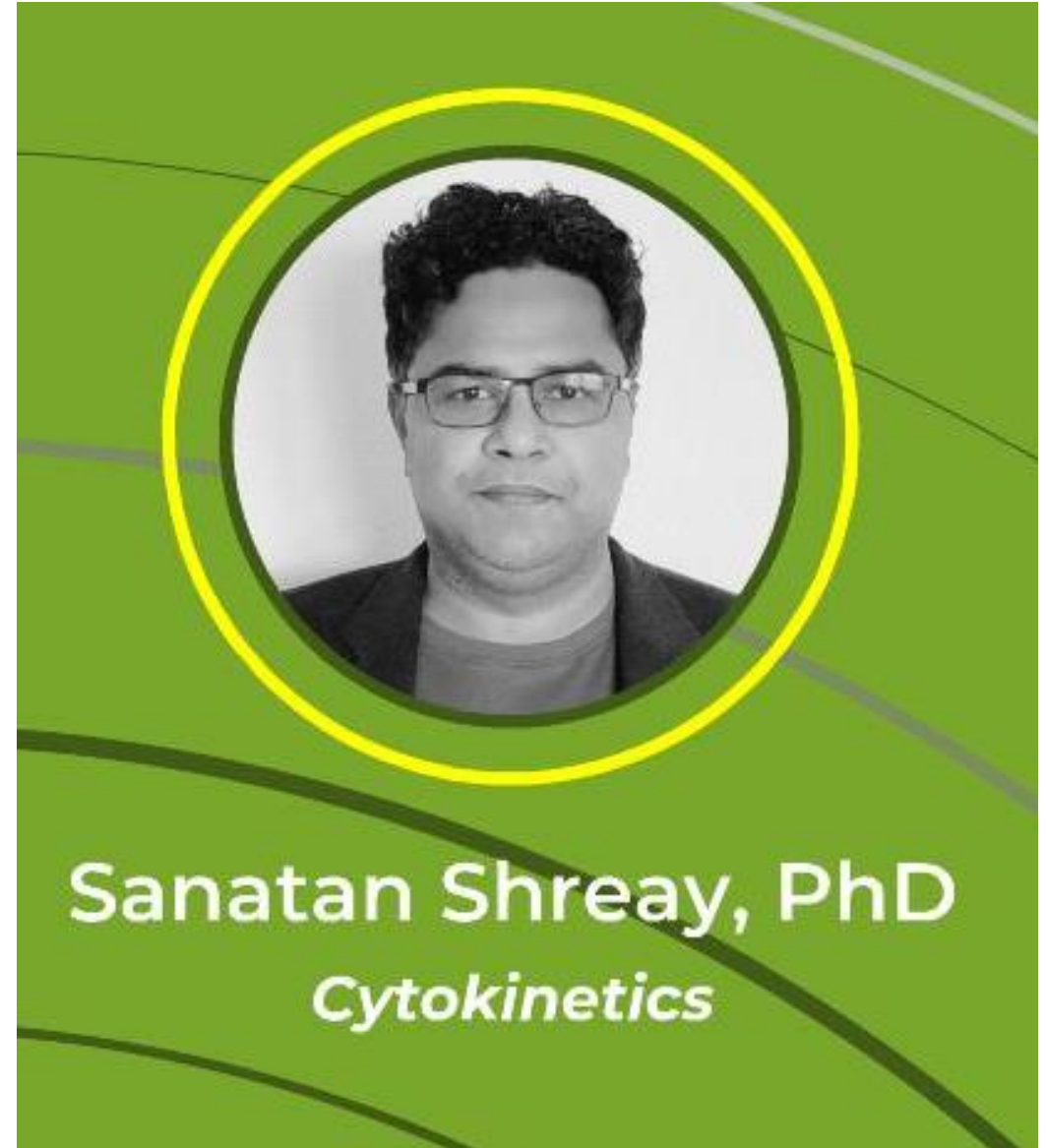
Ipek Ozer Stillman, PhD

- Vice President, Takeda Pharmaceuticals, USA
- Perspective: share examples where LLMs are transforming HEOR practice.



Sanatan Shreay, PhD

- Executive Director, Cytokinetics, USA
- Perspective: showcase practical examples where generative AI could be a boon for Market Access, illustrating the technology's capacity to enhance research outcomes and decision-making processes.



Rachael Fleurence, PhD

- Senior Advisor, National Institutes of Health, USA
- Perspective: integration of Real-World Evidence (RWE) and Real-World Data (RWD) with generative AI, offering insights into how these collaborations can yield novel insights and drive HEOR field forward.



Francesco De Solda, PhD

- Director, Johnson & Johnson
- Perspective: How generative AI complements traditional AI in HEOR and market access, thereby offering strategic advantages.

