

Volume 20 • Number 9

PUBLISHER Lisa Barket

EDITOR Taren Grom

CREATIVE DIRECTOR Marah Walsh

SENIOR EDITORS

Robin Robinson

Kim Ribbink

FEATURES EDITOR

Carolyn Gretton

DESIGN ASSOCIATE

Ariel Medel

DIRECTOR OF SALES

Cathy Tracy

NATIONAL ACCOUNT MANAGER

Suzanne Besse

WEBCAST NETWORK PRODUCER

Daniel Limbach

CIRCULATION ASSISTANT

Kathy Deiuilis

Copyright 2020

by PharmaLinX LLC, Titusville, NJ

Printed in the U.S.A.

Volume Twenty, Number Nine

PharmaVOICE (ISSN: 1932961X) is published monthly except joint issues in July/Aug. and Nov./Dec., by PharmaLinX LLC, P.O. Box 327, Titusville, NJ 08560. **Periodicals postage paid** at Titusville, NJ 08560 and additional mailing offices.

Postmaster: Send address changes to PharmaVOICE, P.O. Box 292345, Kettering, OH 45429-0345.

PharmaVoice Coverage and Distribution:

Domestic subscriptions are available at \$190 for one year (10 issues). Foreign subscriptions: 10 issues US\$360. Contact PharmaVoice at P.O. Box 327, Titusville, NJ 08560. Call us at 609.730.0196 or FAX your order to 609.730.0197.

Contributions: PharmaVOICE is not responsible for unsolicited contributions of any type. Unless otherwise agreed in writing, PharmaVoice retains all rights on material published in PharmaVoice for a period of six months after publication and reprint rights after that period expires. E-mail: tgrom@pharmavoiced.com.

Change of address: Please allow six weeks for a change of address. Send your new address along with your subscription label to PharmaVoice, P.O. Box 292345, Kettering, OH 45429-0345. Call us at 800.607.4410 or FAX your change to 937.890.0221. E-mail: mwalsh@pharmavoiced.com.

IMPORTANT NOTICE: The post office will not forward copies of this magazine. PharmaVoice is not responsible for replacing undelivered copies due to lack of or late notification of address change.

Advertising in PharmaVOICE: To advertise in PharmaVOICE please contact our Advertising Department at P.O. Box 327, Titusville, NJ 08560, or telephone us at 609.730.0196. E-mail: lbarket@pharmavoiced.com.

Letters...

Send your letters to feedback@pharmavoiced.com. Please include your name, title, company, and business phone number. Letters chosen for publication may be edited for length and clarity. All submissions become the property of PharmaLinX LLC.

Is the industry ready for an AI revolution?



We hooked into AI's potential impact on the life-sciences industry a couple of years ago. We were early enthusiasts, but by no means the first to grasp the importance of the technology on everything from drug innovation to commercial strategies. We even created a monthly department back in January 2019 to track cool applications and the technology companies involved in this burgeoning space. This month is no exception. Companies such as London-based Benevolent AI are reporting that data released from a large-scale randomized clinical trial further validated its AI-derived hypothesis for baricitinib as a potential treatment for COVID-19. And while recent attention has been on AI's application related to the pandemic, the technology has far-reaching appeal. For example, recent research indicates that sending a "selfie" to the doctor could be a cheap and simple way of detecting heart disease. According to the authors of the study in the European Heart Journal, this is the first-proven application to use a deep learning computer algorithm to detect coronary artery disease by analyzing four photographs of a person's face.

Throughout this issue you will find many examples of how AI is becoming mainstream and big business. According to some reports, more than 50% of executives expect broad-scale AI adoption by 2025. Further, revenue generated through AI-based solutions in the industry is projected to rise at a CAGR of 21.94% and reach \$2.199 billion by 2022, according to Frost & Sullivan. Meanwhile a report by Global Market Insights forecasts that the U.S. healthcare AI market will exceed \$10 billion by 2024. With total investment exceeding \$7.2 billion across 300-plus deals between 2013 and 2018, the pharmaceutical industry continues to lead the healthcare sector in terms of attracting AI-related venture funding.

Companies from IQVIA — check out what Lucas Glass and AJ Plosazy have to say about AI With a Healthcare IQ in this month's Executive Perspective — to Showcases from AiCure, Aktana, Covance, Microsoft, Ogilvy Health, and Saama Technologies. These companies are digging in deep to unleash the potential of AI and its cousin, machine learning. Thought leaders from these companies provide insightful commentary on topics ranging from leveraging AI for clinical trials, understanding patient behavior and symptoms better, creating omnichannel engagement, driving pharmacovigilance operations, enhancing drug discovery, innovating in new ways, driving marketing, and leveraging the technology to move from the lab to the market.

Be sure to read Salesforce of the Future and Site Unseen? Virtual and Hybrid Trials the Way of the Future as they explore other ways AI is being used.

I think it's fair to say the AI revolution is not the wave of the future, but rather an established harbinger of more good things to come.

Taren Grom
Editor

Their word...

ROBIN ROBINSON

Senior Editor



The pandemic is changing the way sales reps engage with physicians: think empathy and digital.

This change will continue far beyond the pandemic, experts predict.

KIM RIBBINK

Senior Editor



Decentralized or virtual trials create more opportunities to reach patients but will require site staff to adapt to change.

CAROLYN GRETTON

Features Editor



Despite the bit pharma has taken in 2020, prescription drug sales are still on track to post a 3.7% increase in sales to \$904 billion. Oncology and orphan drugs continue to perform well.

Coming in Nov/Dec YEAR IN PREVIEW 2021

Dozens of industry thought leaders provide their insights on the market factors in the coming year.

- Showcases:
 - Supply Chain Management
 - Technology Solutions