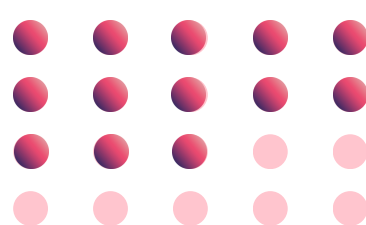
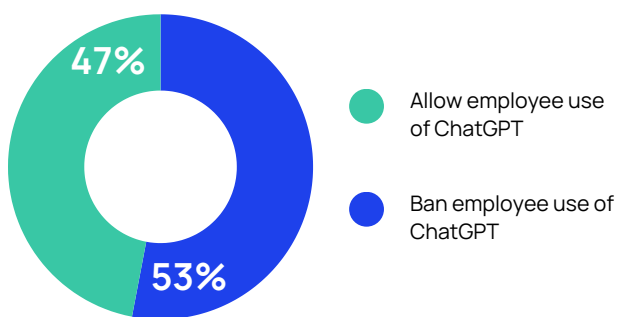


State of AI

ZoomRx surveyed over 200 life sciences professionals to find out the real story about AI in pharma. Read on to learn how pharma is using and building this technology.

Cracking down the use of ChatGPT

More than half of life sciences companies ban their employees from using ChatGPT



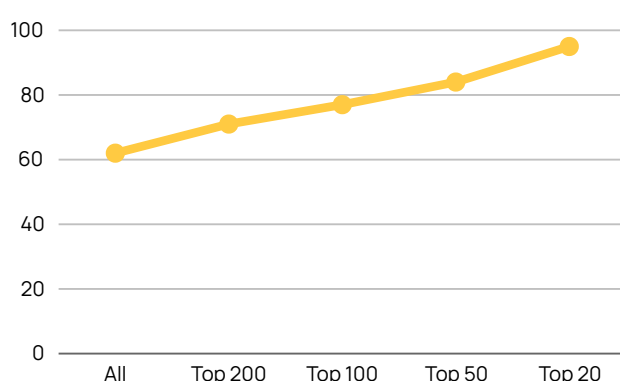
Data security is the primary concern

Most bans on ChatGPT stem from concerns about data-handling practices

“Proprietary information (experimental results, clinical data, etc.) being leaked to our competitors.”

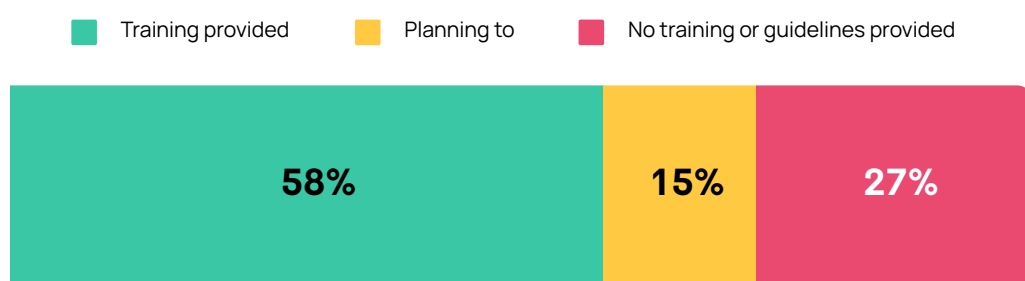
“Concerns about sensitive information and proprietary data being shared inadvertently.”

Concerns about data security increased linearly with company size



Company policies seem to be lacking

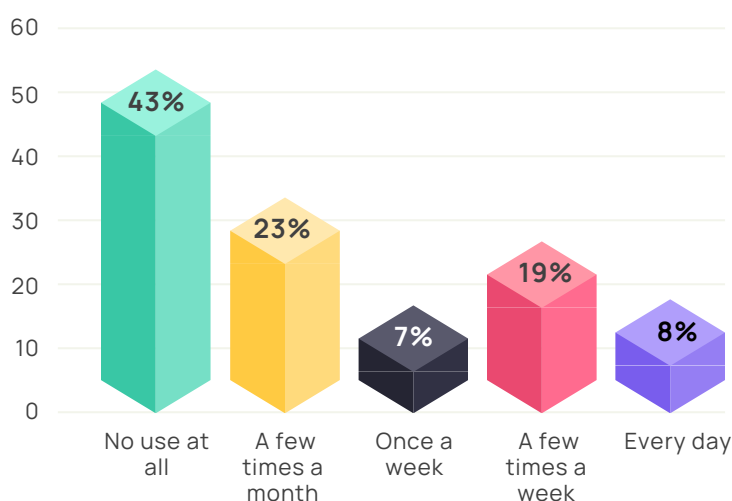
Only 60% of life sciences companies have provided training or guidelines to their employees on how to use ChatGPT



More employees are using ChatGPT than you think

More than half of all life sciences professionals are using ChatGPT in some form

25% are using ChatGPT regularly (defined as more than once a week)



The many motivations to pursue AI

At the moment, AI is primarily viewed as a tool for cost reduction rather than as a catalyst for business growth and revenue impact



64%

Cost Savings



46%

Customer Needs



34%

Competitive Advantage



17%

Revenue Impact



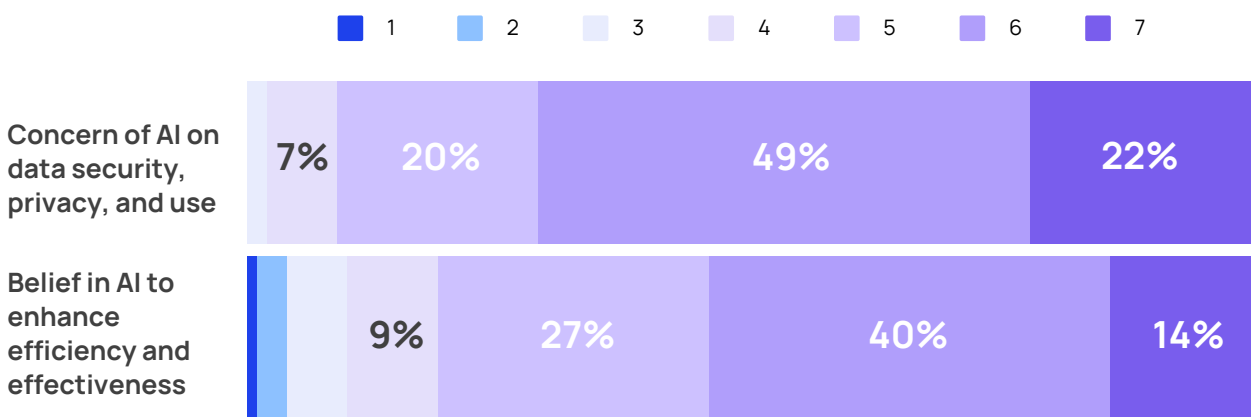
11%

Leadership Interest



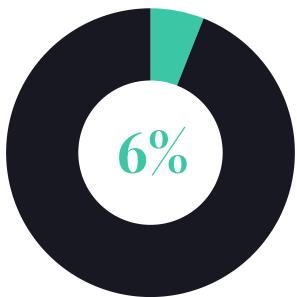
Weighing AI's promise against it's concerns

Despite recognizing its potential, professionals in the pharma sector harbor greater concerns about data security, privacy, and use

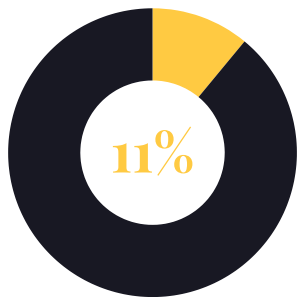


AI isn't all that it's hyped up to be

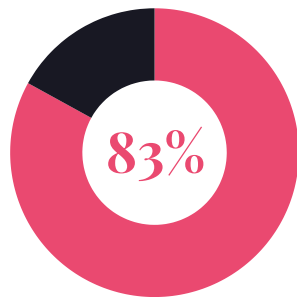
With all the buzz and demoware out there, it's easy to get swept up in the excitement— but respondents were more discerning than blown away



Underrated



Properly Rated

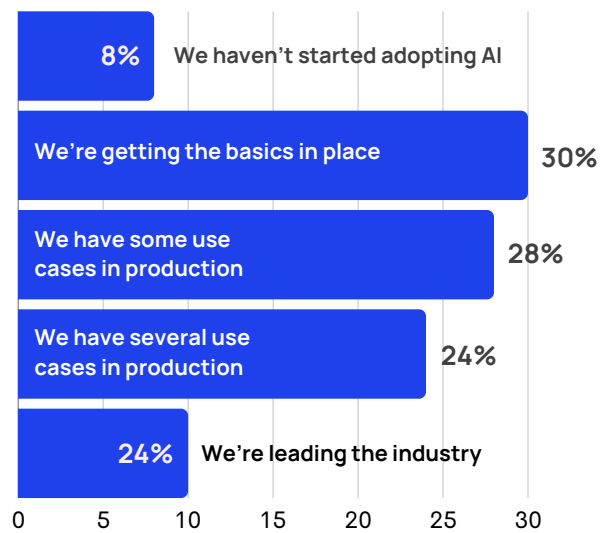


Overrated

Most companies are still in the early stages of adoption

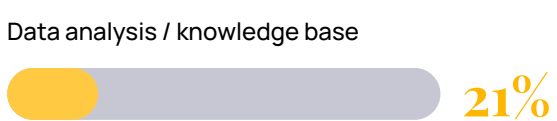
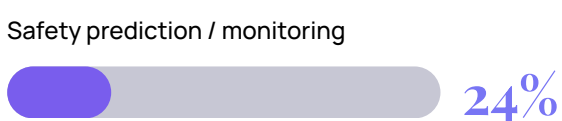
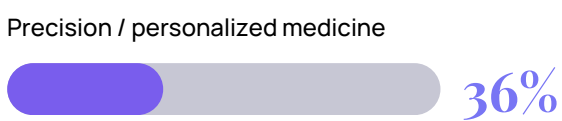
It's no secret that companies have been jostling to implement AI into their processes, even going so far as to reposition themselves as "AI companies"

However, the majority of companies (58%) have indicated these efforts are in early stages. Further, a non-trivial 8% haven't even started yet



AI use cases run the gamut

From revolutionizing drug discovery to enhancing trial accuracy, AI's transformative impact is reshaping the very DNA of life sciences innovation



"AI can perform virtual simulations to anticipate potential interactions between drugs candidates and biological system negating the need for expensive and time consuming laboratory testing."

"With the help of artificial intelligence technology, personalized treatment plans can be developed based on information such as a patient's genome, lifestyle habits and medical history."

"Manage information resources such as medical literature and clinical guidelines to provide support and reference for medical decision-making."

"Artificial intelligence can analyze large data sets and identify patterns and signals related to drug safety, allowing rapid response to potential safety issues."

