

PMSA

PHARMACEUTICAL MANAGEMENT
SCIENCE ASSOCIATION

2018 Annual Conference
Next Generation Analytics

April 29 – May 2, 2018, San Antonio, Texas

Panel Discussion on Next Generation Analytics

Time: 3:30-5:00 PM Tuesday, May 1st, 2018

Moderator: [Devesh Verma](#), Ph.D., Principal, Axtria

Panelists:

[Anton Berisha](#), MD, Senior Director, Clinical Analytics & Innovation, LexisNexis Risk Solutions, Health Care

[Jeff Greene](#), VP Digital Strategy & Insights (DRG Digital)

[Ajit Menon](#), Sr. Director, Commercial Innovation, Janssen North America

[Kingston Smith](#), Managing Director, Accenture

[Cynthia Dilley](#), Head of New Patient Value Focus, UCB

Over 100 attendees from various pharmaceutical manufacturer and vendor organizations.

Panel Discussion Key Themes



TRENDS

What are the current trends in pharma analytics?



PERCEPTION

Where does pharma analytics stand currently among C-suite stakeholders?



GAP

What are the biggest gaps between vision and reality?



DISRUPTION

How is the digital revolution changing our approach to analytics & how quickly will it disrupt the status quo?



SOLUTION

Which analytics solutions appear to be most promising & aligned with business needs?

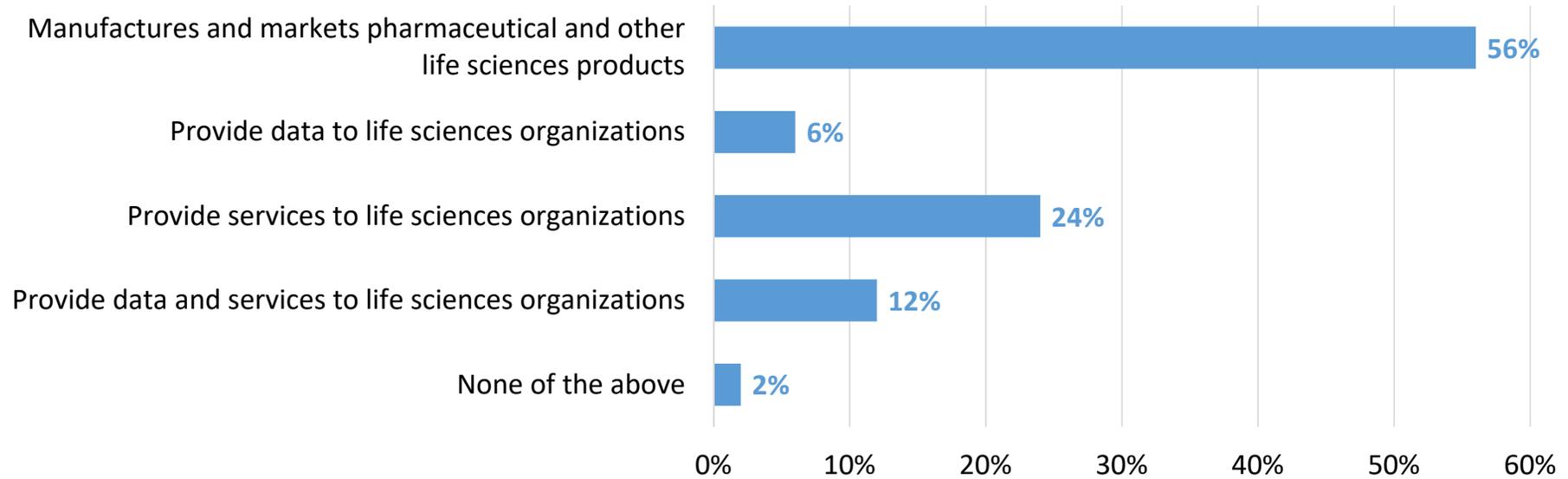


SUCCESS

How do we prepare ourselves to be successful in pharma analytics in the next 3-5 years?

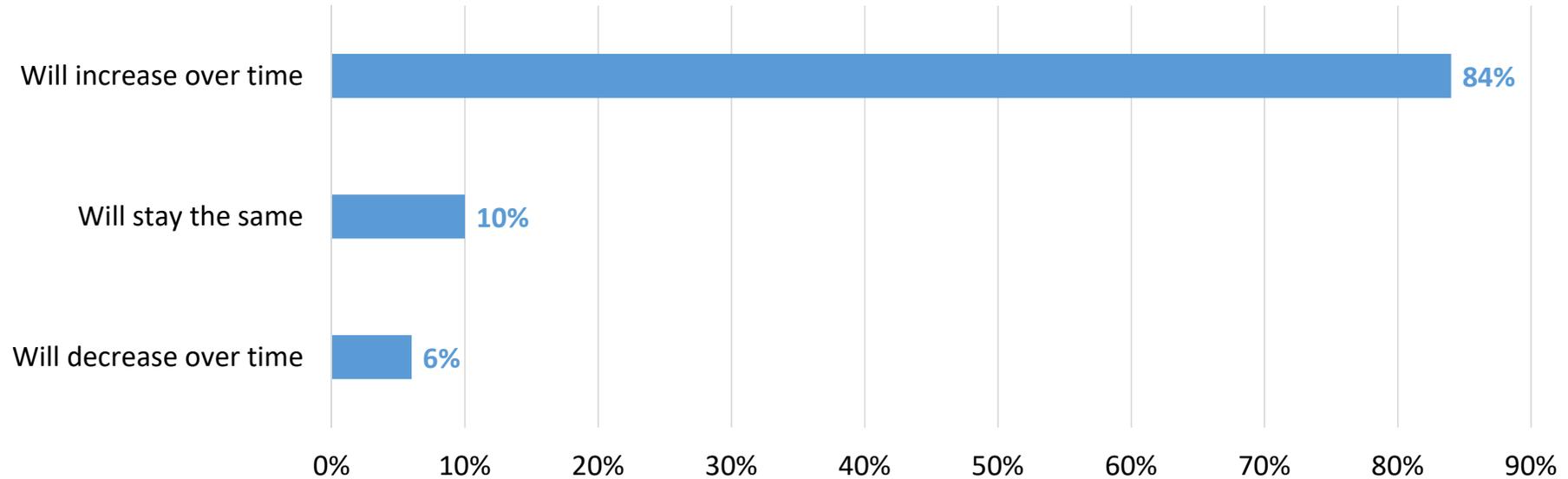
Results of Live Poll Conducted With Panel Discussion Audience

What is the primary business of your organization?



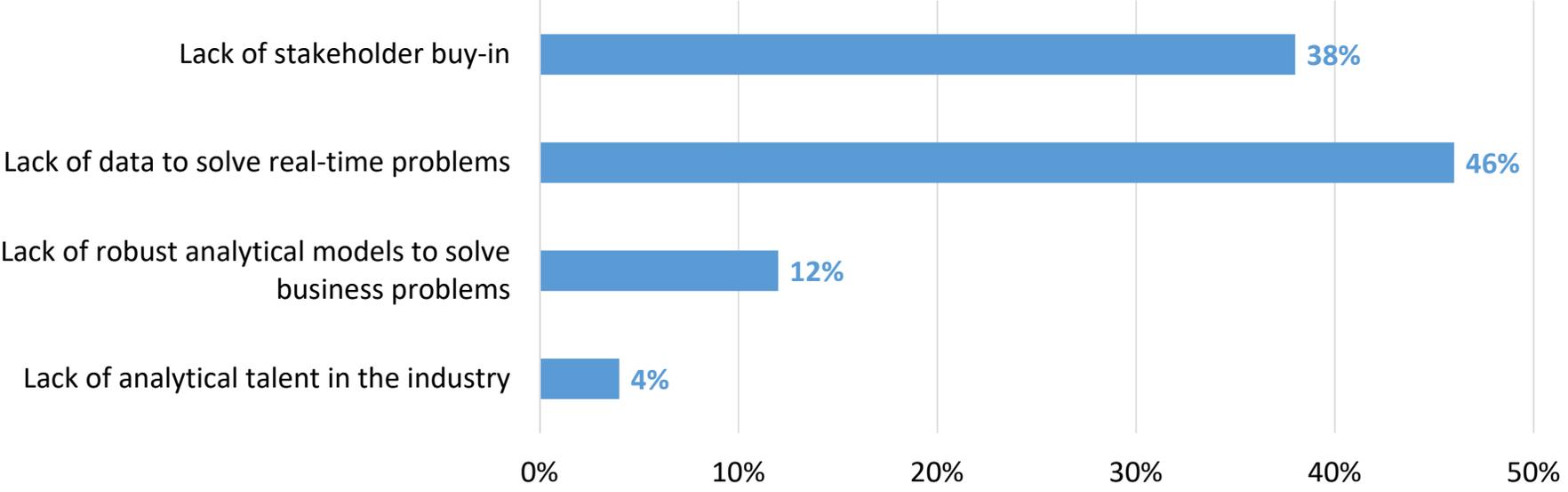
 Poll is full and no longer accepting responses

What do you expect the role of management scientists will be in solving life sciences commercial problems in next 5 years?



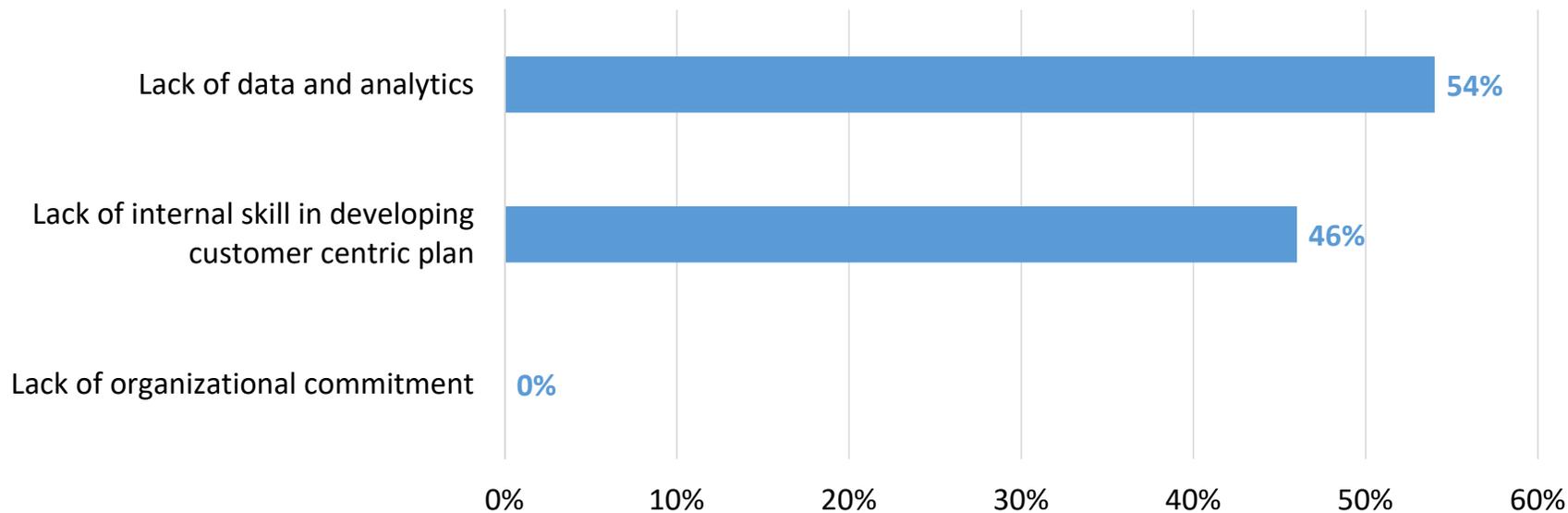
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What's the primary challenge you face when it comes to implementing cutting edge analytical solutions in your (or your client's) organization?



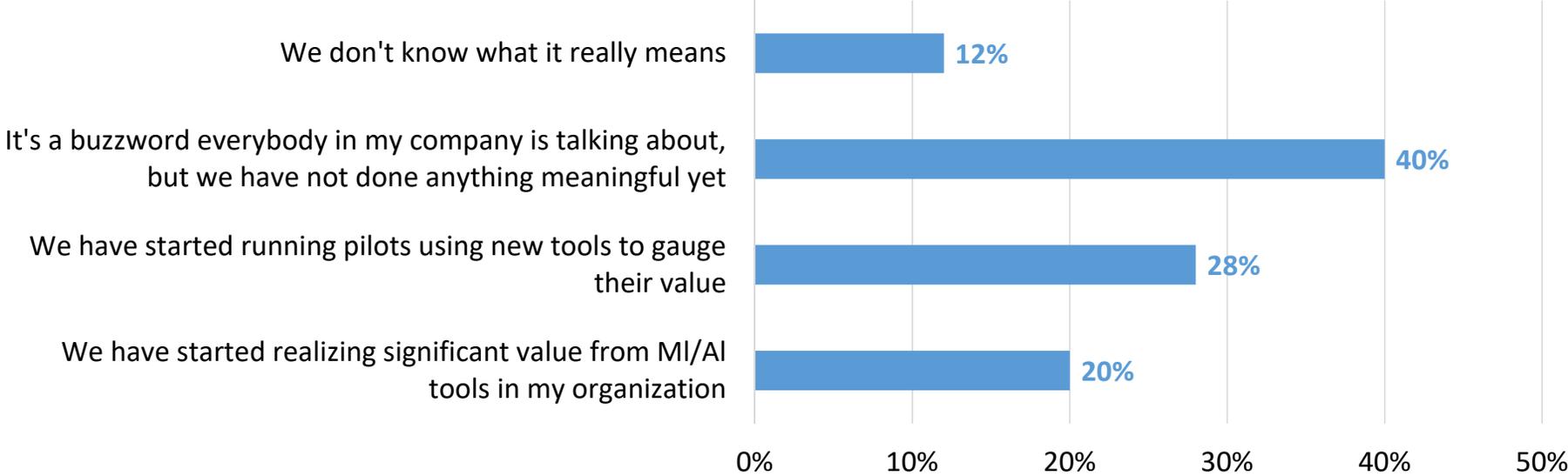
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What's the biggest challenge your organization faces to implement a customer-centric strategy?



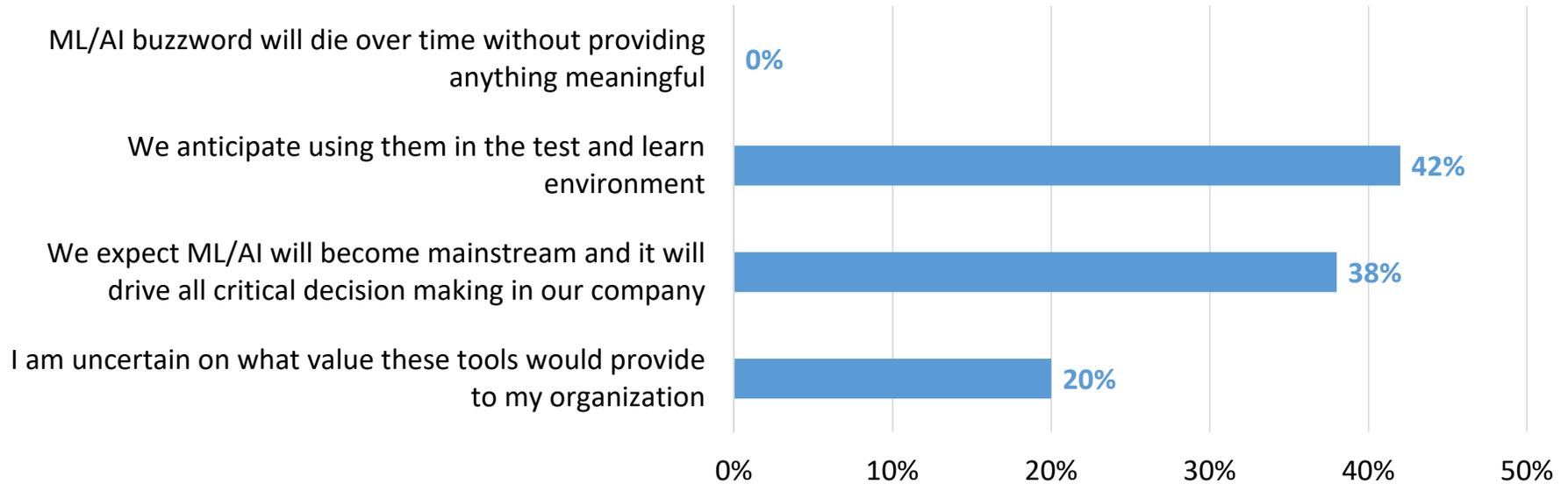
When poll is active, respond at PollEV.com/pmsa252
Text **PMSA252** to **22333** once to join

What's the current status of adopting newer machine learning/artificial intelligence (ML/AI) modeling tools in your commercial organization?



 Poll is full and no longer accepting responses

How do you see the role of ML/AI tools evolve in next 5 years?



 Poll is full and no longer accepting responses