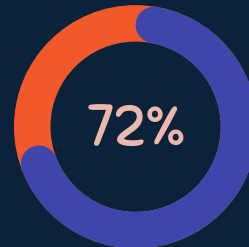


# AI/ML in Pharma Commercial Operations

The good, the bad, and the ugly

## The Good

AI is opening up new possibilities for business growth and operational excellence in the life science industry. Most business units in global pharma companies have started to implement a variety of AI-driven use cases for:



72% of companies believe AI will be crucial to how they do business in the future



Better Decision Intelligence



Enhanced Patient Discovery



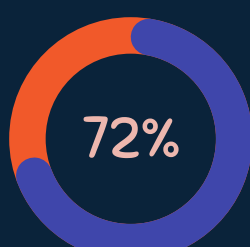
Improved Customer Engagement



Predictive Forecasting

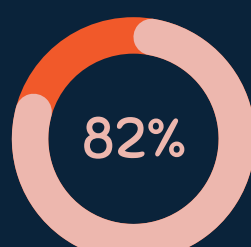
## The Bad

As with any technological advancement, the integration of AI and ML into commercial pharma operations comes with its set of challenges. Below we explore a few hurdles that need to be addressed for pharma companies to maximize their AI applications.



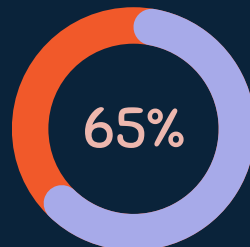
### DATA COMPLEXITY

72% of pharma executives identified data complexity (variety of sources, inconsistencies and gaps in data) as a major challenge for implementing AI.



### SCALABILITY

82% of commercial pharma executives are struggling to scale AI initiatives across their brand portfolio resulting in one-and-done projects.



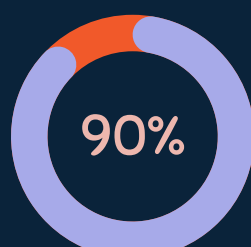
### EXPERTISE

65% of pharma IT leaders identify the shortage of qualified talent as a primary challenge for AI adoption.

## The Ugly

### LOW UTILIZATION

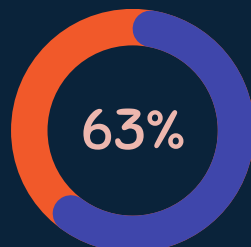
The inherent complexity of AI algorithms can make it challenging to explain the decision-making processes to stakeholders. This lack of transparency can lead to skepticism and low utilization by the field teams. Built-in explainability can foster higher buy-in from representatives.



90% of commercial pharma executives agree that they require more accurate and timely insights to boost brand performance.

### AI QUALITY

Pharmaceutical companies encounter complexities in achieving top-tier AI solutions internally. Ambition to build in-house solutions exceeds capability, causing financial drains and delays in impactful AI applications.



63% of commercial pharma executives feel that their brand is losing revenue despite their business insights.

## About Verix

Verix's commercial optimization platform, Tovana, enables pharmaceutical companies to leverage their data and accelerate brand performance in record speed. The no-code platform enhances strategy development and execution through a myriad of robust use cases including dynamic targeting, omnichannel optimization, patient finding, precision forecasting, and more. Trusted by pharma leaders, Tovana delivers timely, explainable, and accurate insights that are proven to elevate commercial outcomes.



“ — NOVARTIS

“Reps that follow Tavana's insights generate a faster ROI than those who don't”

Gellert Toth  
Head of Commercial Analytics,  
Novartis

”

+15%

New writers

-6%

Churned writers

~5X ROI

Within first year

+20%

HCP engagement

+15%

Field force efficiency

[Learn More](#)