

The Age of AI

*The New Digital Era for
Pharma and Life Sciences*

Scott Mackey
Co-Founder & SVP of Market Strategy
Adlib

With all the challenges of Covid-19, there was one shining light at the end of the long, dark tunnel: a new era of digital technology that replaced decades-old paradigms. AI technology delivered vital medical data and application materials to the FDA in record time, bringing life saving vaccines to market faster than anyone thought possible. Some might say Covid-19 matured AI while others might say AI was matured by Covid-19. Market challenges drive remarkable breakthroughs. Adlib is one organization operating at the edge enabling 3As – AI, Automation and Analytics - allowing pharmaceuticals and life sciences to accelerate time to market and delivering much needed hope to the global community.

This digital shift has had far-reaching societal benefits that continue to ripple out beyond pharmaceuticals and life sciences' initial stone throw. The swift delivery of critical vaccines has saved countless lives and will go down as a Herculean feat in the pharma history books—forever raising the bar on how critical therapies are developed and delivered.

By bringing efficiencies to data-heavy processes, life sciences and pharma leaders reduce manual effort and gain an edge at a crucial time in history.

We caught up with the leaders of Adlib, one of the industry's top AI-driven cloud solutions, to discuss how digital technology is fuelling the future of pharmaceuticals and life sciences at this critical juncture. Keep reading to hear from Scott Mackey, Adlib's Co-Founder and SVP of Market Strategy; Jason Mitrow, Senior Director of Product Strategy; and Marc Fuentes, Senior Director of Growth Marketing.

There is a lot of “cool tech” in life sciences and pharmaceuticals. How is Adlib different?

Scott Mackey: AI has been hyped to death, but there is real business value behind the cliché. Adlib's goal is to deliver meaningful data and insights to help companies move AI beyond just a “cool tech” into a tool that drives measurable business value.





and more. We are humbled by our success, and we continue to build out our technology to benefit the industry and society at large.

How does AI technology deliver meaningful business value?

Jason Mitrow: Everyone across the organization must be able to access the same source of quality data to answer business questions, regardless of which downstream enterprise systems they may be using. This is the challenge that Adlib solves.

Imagine a business with all sorts of software, and they're not maximizing the potential of that software. Utilizing digital technology in the right situation can reduce costs, augment workflows, free up knowledge workers, and reveal critical insights. However, many organizations fail to realize the full value of the myriad technologies they have implemented as part of their digital transformation initiatives. Why? Because they struggle with unstructured data.

“Without clean, structured data, an organization can only benefit from automation in a limited capacity.”

– Jason Mitrow,
Senior Director of Product Strategy, Adlib

Through the adoption of AI, pharmaceuticals and life sciences leaders are trading tedious, paper-based processes for a leaner, digital approach. A robust AI-driven Content Intelligence Cloud solution allows leaders to find and categorize the data locked within massive volumes of emails, correspondences, research data, control requests, contracts, and reports and turn it into structured data at scale.

How have you helped pharma and life sciences customers? Any stories to share?

Scott: Recently, one of our top pharma customers was given two hours to complete an emergency FDA submission. In just an hour, Adlib rendered files as large as 3500 pages into approval-ready PDF submission files. This success story was a big win for the whole team.

We have helped Pharmaceuticals companies improve efficiencies across virtually every data-heavy workflow, from FDA submissions to internal document-management processes to mergers and acquisitions, to supply chain management, to digital mailrooms and to

“AI works best when people and processes are aligned, and technology should be used to augment, not replace, human effort.”

– Scott Mackey,
Co-Founder & SVP of Market Strategy, Adlib

Adlib transforms unstructured document into intelligent data that can be utilized by technology to maximize the potential of people and processes. By diving deep into the siloed data locked in documents across emails, file shares, and repositories, our AI-driven Content Intelligence Cloud reduces manual effort and bring efficiencies to vital workflows.

Ninety-five percent of the world's leading pharma companies use Adlib to bring efficiencies to notoriously clunky processes, from clinical trials to FDA submissions

COVER STORY

content migration and intelligent document processing and more.

Why do so many organizations fail to meet their digital transformation goals?

Marc Fuentes: Digital transformation and unstructured data have an oil-and-water relationship. The potential of technology to transform complex business processes is infinite, but so too is the unstructured data that cannot be readily found, categorized, or utilized.

The utilization of digital technologies outside of IT's purview (and the disjointed nature of such approaches) further contributes to fragmented and unstructured data across business lines. In short, pharmaceuticals and life sciences companies rely on data, much of which is siloed. Trying to unearth that data without the right digital technology is a waste of time, effort, and resources.

Content Intelligence bridges this gap and drives better digital transformation outcomes, allowing Life Sciences and Pharmaceuticals leaders to improve business performance and reduce manual effort.

“By enabling easier access to data, business leaders trade clunky, document-heavy processes for a leaner, digital approach.”

– Marc Fuentes,
Senior Director of Marketing, Adlib

Whether you wish to bring efficiencies to R&D, clinical trials, FDA submissions, or other document-heavy workflows, etc. AI helps you shake decades-old paradigms and move confidently into the future.

Thanks for taking the time, Adlib leaders. Visit adlibsoftware.com to learn more about Adlib's AI-driven Content Intelligence solution for life sciences and pharma. 

