

Understanding and addressing content abandonment within Life Sciences

Optimizing processes to achieve operational excellence



Bringing therapies to market to improve patient outcomes is a high-stakes endeavor. Pharmaceutical companies must maintain meticulous control over documents throughout a drug’s lifecycle to ensure success. This comprehensive management is crucial for navigating regulatory requirements and achieving timely, effective patient care.

Top reasons for pharmaceutical companies to adopt GenAI

- 1 **Accelerated drug discovery:** GenAI models can analyze vast molecular datasets to identify promising compounds in days rather than months, dramatically shortening time-to-market while reducing R&D costs.
- 2 **Enhanced manufacturing intelligence:** Real-time process monitoring through GenAI enables predictive maintenance, reduces downtime, and ensures consistent quality across production facilities.
- 3 **Automated regulatory compliance:** AI-powered systems can continuously monitor changing regulations, automatically flagging potential compliance issues and suggesting appropriate documentation adjustments.
- 4 **Advanced personalized medicine:** GenAI facilitates analysis of genetic, clinical, and lifestyle data to develop targeted therapies tailored to specific patient populations, improving treatment efficacy.
- 5 **Resilient supply chain:** Predictive GenAI models identify potential disruptions before they occur, allowing pharmaceutical companies to implement contingency plans and maintain reliable product supply.
- 6 **Optimized clinical trials:** AI algorithms can identify ideal patient candidates, predict trial outcomes, and detect safety signals earlier, reducing development timelines and costs.
- 7 **Improved knowledge management:** GenAI systems transform unstructured data across research papers, internal documents, and clinical notes into actionable insights, democratizing expertise across organizations.

“While breakthrough innovation starts with a great idea, success lies in a company’s ability to bring that idea to life in a radically compressed timeframe.”¹

– Accenture

“Current generative AI and other technologies have the potential to automate work activities that absorb 60 to 70 percent of employees’ time today.”²

– McKinsey Digital

Learn more [OpenText AI for life sciences](#) >

¹ Accenture, *Breakthrough Innovation*, 2023

² McKinsey Digital, *Economic potential of generative AI*, 2023