AI deployments in pharma still limited today

Only 7% of pharmaceutical companies are using AI for data¹

Why?

Pharmaceutical executives²:

- Are unsure where to start
- Believe AI is too complex
- Are unclear what AI delivers
- Need more evidence of benefits

But attention and momentum are building

85% of pharma companies are interested in AI

52% plan to investigate AI in the next six to 12 months³

More than 50% anticipate broad-scale AI adoption by 2025⁴

Optimism remains high

75% of Pharma CEOs agree AI will significantly change the way they do business. They cite five top areas where cognitive analytics can have an impact:

- Real-world data/evidence: 52%
- Clinical trial management system: 41%
- Drug development: 40%
- Study start-up: 37%
- Pharmaceutical manufacturing: 36%

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