

AI Strategy Framework for Pharma Insights & Analytics Teams



What's the goal?

What do we want to achieve by exploring AI?

What are the top use cases?

Where can AI help us today?

Is our data ready?

What data will these use cases rely on? Is it accessible, clean, and connected?

Who are the key people?

Who needs to be involved (now or soon) i.e. IT, compliance, agencies, brand teams, data owners.

What's the pilot plan?

How will we test and learn?

How will we manage change?

How will we build confidence and momentum across the team?
Think communications, training, champions, and behaviour change techniques.

What are the guardrails?

What risks do we need to manage?

What's the next step?

What happens if the pilot is successful?