



Applied AI That Delivers: What Works, What Doesn't, and What's Next for Governance & Real World Impact.

Monday 22nd June 10.00 – 17.00

Venue: Leonardo Royal London, St. Paul's 10 Godliman St, London, EC4V 5AJ

Convenors

Tamara Burke,
VP Qualitative Business Development - **Konovo**

Simon Fitall,
CEO - **Tudor Health**

Ben Walker,
Director Client Strategy - **Adelphi**

Overview of Timings

09:30	Welcome coffee
10:00	Morning Session
12:30	Lunch
13:30	Afternoon Session
15:00	Coffee Break
15:30	Final Session
16:40	Convenor wrap
17:00	Close

Who the training is aimed at:

Ready to move from AI curiosity to AI confidence?

Join this interactive EPHMRA training to discover how AI is transforming Pharma Market Research - from smarter insights to faster, more efficient workflows.

Whether you're in Pharma, Research, or Fieldwork, you'll explore real-world applications, best practices, and tools that make AI work for you. Learn where and how AI is already driving impact across the industry - and how you can confidently apply it to boost innovation, efficiency, and insight generation in your own work.

Walk away equipped with practical know-how, responsible strategies, and the inspiration to make AI a meaningful part of your everyday practice.

Outline / objectives

Deliver a practical, interactive workshop on AI applications, from proposal stage, Fieldwork execution, through to delivery of insights.

Will review applications for AI within segmentation, forecasting, tracking, traditional methodologies and everything in between. Governance and AI industry guidelines also included. Pitfalls and success stories.

The session will be interactive and informative

10.00 - 10.15

Introduction:

- **Welcome**
- **Introductions**
- **Objectives**
- **Agenda**
- **Questions in the box - every table will have a box for people to put questions in that will be answered at the end of the day in wrap up session**

Walk through the terminology for everyone.

- **AI (Artificial Intelligence):** Machines performing tasks needing human intelligence.
- **ML (Machine Learning):** AI subset where systems learn from data.
- **DL (Deep Learning):** ML subset using multi-layered neural networks.
- **NLP (Natural Language Processing):** AI 'understanding' and generating human language.
- **LLM (Large Language Model):** Models trained on vast text data, like GPT.
- **SLM (Small Language Model):** like LLM but trained on topic-specific text.
- **GPT (Generative Pre-trained Transformer):** A type of LLM architecture.
- **Generative AI (GenAI):** AI creating new content (text, images).

- **Computer Vision (CV):** AI interpreting visual data.
- **AI Agents:** Sub-systems of AI algorithms with specific tasks and output.
- **Algorithm:** A set of rules for a computer.
- **Prompt:** Input given to an AI model.
- **Hallucination:** AI generating false or nonsensical info.
- **AI Ethics:** Moral considerations in AI development.
- **Bias:** Systemic unfairness in AI outputs.
- **Token:** Basic unit of text processed by LLMs (word/sub-word).
- **Training Data:** Data used to teach AI models.
- **Generative Engine Optimisation (GEO):** A digital marketing strategy for maximising visibility in AI-powered search engines and chatbots.
- **AI SEO / AI Search Optimisation (AISO):** Strategies that combine traditional SEO with AI-focused optimisation, optimising content for AI-powered search results.
- **AI Overviews (AIO):** AI-generated summaries at the top of Google's search results. These panels gather information from various sources to provide direct answers. (Formerly Search Generative Experience, or SGE).
- **Answer Engine Optimisation (AEO):** Optimising content to be used as a direct answer within AI summaries, voice search responses, and featured snippets. The goal is to provide information directly, rather than just getting a user to click a link.

10.15 - 11.00

Session 1:**Speaker: Rory Mitchell, HRW Innovation Lead**

This masterclass is designed to answer the fundamental question left in a post-ChatGPT world: When and how should I actually use a language model?

This session provides generalisable principles and practical skills to help you identify the "sweet spot" for LLMs (large language models) - ensuring they save you time and boost the quality of your work rather than adding to your plate. These principles apply across all language models, including ChatGPT, CoPilot, Claude, and Gemini.

What the Audience Will Learn

- **Maximising the Benefits:** How to leverage LLMs for tasks they are helpful with such as generating additional ideas, managing situations with a lot of context, conducting rapid online research, help with writing and receiving feedback.
- **The Delegation Mindset:** Moving beyond simple queries to write prompts that describe the situation and problem, leading to significantly better outcomes.
- **The 'CoPilot' Framework:** Why remaining in charge of the direction and final decisions is the only way to work with AI - using the tool for knowledge and drafting help while you provide the expert "grounding".
- **Importance of Giving Feedback:** The missing ingredient in getting useful results from ChatGPT/CoPilot/Claude etc.
- **Reversing the Roles:** Learning when and how to prompt the LLM to start asking you questions.

11.00 - 11.45

Session 2:

Speaker: Nick Warth, Commercial Head Europe, Hepatology and New Product Introduction - Specialty Care at GSK.

11.45 - 12.30

Session 3:

Interactive Workshop: Mix presentations with small-group breakouts for facilitated discussion and shared learning. Group presentations from breakouts.

1st Breakout Group session: Allow participants to discuss their own AI experiences, pros, cons, and tools, fostering peer-to-peer knowledge sharing. Case Studies: Focus on “lessons learned” from real-world projects, including failures and successes, to provide practical, non-promotional insights.

LUNCH: 12.30 - 13.30

13.30 - 14.15

Session 4:

Speaker: Viv Farr, Managing Director, Narrative Health

Session title: Analysis tools & AI Agents

1. **Qualitative AI analysis tools** - Workflow implications when integrating technology that processes information differently to humans.
2. **AI agents as representations of customer segments** - The importance of systematic data curation and validation.

14.15 - 15.00

Session 5:

The Avatar Advantage: The What, Why and How to use Avatar Conversations in PMR

***Please note – examples and recommendations throughout the above may be updated to reflect the AI and healthcare landscape as it stands in June, including major platform and policy developments.**

Speaker: Piu-Tien, Head of Growth and Innovation, Simpson Carpenter

Session Overview

This session focuses on how to utilise avatar-moderated AI interviews – specifically Quasai, our hyperreal AI moderator – to transform Pharma MR. We will show where avatars add value (and where they should not be used), as well as how to maintain pharma-grade quality and governance in the face of its limitations. Our core belief is that AI concentrates the need for expertise, as bad decisions become more costly. With avatars, strengths scale beautifully... but so can weak assumptions. We will share learnings from our use of avatars in Consumer studies, and land important watchouts to ensure avatars are used properly to support better decisions, not just faster ones.

What the audience will learn

1. When to use avatars (and when not to)
We didn't design avatars to replace traditional methodologies, but to augment them and unlock a previously untapped research space. We'll open with an interactive discussion so delegates can leave confident in when they would choose avatars vs. human moderation or chat-only tools.
2. Why use avatars – a consumer case study
Through a case study with M&S, we explore how Quasai's humanoid presence – complete with micro-expressions and adaptive conversational style – built trust and reduced perceived judgement, unlocking rich emotional insight and candid participant-led conversation, leading to commercial outcomes.
3. How to safeguard quality and stop scaling mistakes
AI changes where risk sits in pharma research. In traditional qualitative research, there are many natural checkpoints where weak assumptions may be picked up – surfacing, for example, in moderator feedback, analyst disagreement, or internal review – allowing time for course-correction before shaping final conclusions. But with avatars, the same conversation structure is applied simultaneously across many interviews – if the framing is wrong, the issue will not be questioned or adapted, and will be repeated exactly as designed. This is critical where a single word or phrase in an Avatar's prompt can change the course and meaning of a conversation. We'll land how Avatars won't fix poor thinking – they repeat it, and why the QA of experienced pharma researchers is critical to catch and challenge the Avatar's interpretations.

Training Takeaways

- When avatars fit – a decision tool for when to use avatars in PMR for semi-structured, stimulus-led conversations at scale, and when to stick with other methodologies.
- Why use avatars – Proof of concept via a consumer case study, with results to demonstrate the commercial power and potential of avatars.
- Shared learnings on how (not) to design and run avatars – including watchouts to safeguard quality and the importance of building in pharma-centric human QA.

Coffee Break: 15.00

15.30 - 16.15

Session 6: From AI sceptic to convert

Speaker:

Stewart West: J&J

16.15 - 17.00

Session 7:

- Smaller group: Enter business question into multiple platforms and assess the output and response that you get. (see differences).
- Wrap ups / break out and share what people have learnt?
- Questions in the box.
- Review of take aways.
- Overall wrap up.

Key Takeaways

Understand Where AI Adds Real Value

- Identify opportunities to use AI across insight generation, data analysis, and fieldwork management.
- Learn to separate what's practical today from what's just hype - focusing on tools and techniques that genuinely enhance quality and efficiency.

Build Awareness of AI Tools and Products

- Get an overview of current AI tools and platforms relevant to PMR - from data cleaning to text analytics to reporting support.
- Understand how to evaluate AI solutions for reliability, transparency, and quality.

Apply AI Responsibly and Ethically

- Learn how to use AI while maintaining compliance with data privacy and industry standards.
- Discuss ethical best practices in prompt design, validation, and interpretation - ensuring AI complements, not replaces, human expertise.

Strengthen Confidence in Implementation

- Explore real-world examples of how AI is being successfully integrated into Pharma, Research, and Fieldwork workflows.
- Gain practical frameworks and prompts to test AI in your own projects - safely and effectively.

Tailored Insights by Role

- Pharma teams: accelerate evidence generation, support brand strategy, and enhance stakeholder communication.
- Researchers: automate routine tasks, improve data quality, and focus on insight storytelling.
- Fieldwork teams: streamline recruitment, Panel engagements, data collection, quality control, and deliverables while maintaining client & respondent trust.

Best Practice and Compliance at the Core

- Recognise the boundaries and responsibilities when using AI in PMR.
- Learn best practices that ensure quality, transparency, and adherence to EPHMRA and industry standards.

By the end of this session, you'll leave with:

A clear understanding of how and where to apply AI responsibly in your role.

Awareness of available tools, products, and best practices in PMR.

Greater confidence in implementing AI to enhance efficiency, quality, and insight generation day to day.