

AI brings big opportunities for pharmaceutical industry

Used correctly, digital media offers great opportunities for the future

Frankfurt/Zurich, 13 November 2018 – The consultancy firm MAIN5 (www.main5.de) advises pharmaceutical companies on how they can get involved in the myriad possibilities of digital development. "It's above all lack of knowledge and vision that is often leading to people to view working with data with caution. But fear is a poor mentor because the future belongs to data. The pharmaceutical industry is lagging particularly far behind in terms of digital development and should take a leaf out of the books of digitally active industries like the automotive sector, banking and finance," says a convinced Tore Bergsteiner, Managing Director and Partner of consultancy firm MAIN5. The Frankfurt-based consultants have specialised in the analysis, flexibilisation and potential re-structuring of business processes in the pharmaceutical industry.

The three steps to digitalisation

The advantages of digitalisation are numerous. In fact, today nearly every research activity and interaction is based on data. This creates a premature gold-rush attitude amongst software manufacturers, investors and pharmaceutical companies. "Of course, companies need to be sure that they are managing growing quantities of data reliably and correctly and using these to create value. When we think of research, people's lives soon depend on this," warns Bergsteiner. Yet provided good research practice is followed, the possibilities are endless: it's all about reducing time in the laboratory, optimising the time aspect of clinical studies, improving management of side effects, and developing more effective therapies. Mental work automated using Artificial Intelligence speeds up and improves development during its regulated phases, and also allows you to establish if a medication is fit for purpose as quickly as possible.

According to MAIN5, there are three steps to successful digitalisation in pharmaceutical companies.

1. In the first step, companies should define their own digital vision and implementation strategy.
2. Then, in the second step, the maturity of the processes and of data management in the organisation should be assessed so that a digital implementation plan can be set up accordingly.
3. The third and final step is then consistent implementation and analysis of the effective and efficient use of greater digitalisation in the isolated value-creation processes of the pharmaceutical company.

Solutions for optimal data assessment

Tore Bergsteiner, Managing Director and Partner of MAIN5, will be speaking at this year's [Swiss Association of Pharmaceutical Professionals](#). The symposium is hosted every year by two Swiss professional associations. Around 140 experts are expected to attend on 28 November 2018. They all work in the pharmaceutical or biotechnology industry. "We want to use the symposium to show that technology offers great potential that can benefit humanity. There are of course countless challenges in the way here: for example, the further digitalisation progresses, the more data analysts and IT technicians with specific knowledge the industry needs. Success will be achieved as soon as the pharmaceutical world is in the position to set the regulatory standards that are so urgently required," says Bergsteiner.



Main5 (www.main5.de) was established in 2013 as a Management Consulting firm and focuses on strategy, process and solution consulting with international life science companies in the regulated R&D sector. The consultants at Main5 combine their methodical and systematic approach with years of experience in the pharmaceutical industry. The holistic approach, which places the primary focus of the route to the digital future on people, is also used to implement complex ideas from leading industry customers. The company supports specialists and management personnel in knowledge and research-intensive company sectors with a range of seminars and training programmes.

Further information: MAIN5 GmbH & Co. KGaA, Verwaltungssitz: Schumannstr. 27, 60325 Frankfurt am Main, Germany Tel.: +49 (0) 69 505 027 228, E-mail: presse@main5.de, web: www.main5.de

PR Agency: euromarcom public relations GmbH, Tel.: 0611 / 973150, email: team@euromarcom.de