Trinity

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BIO SCIENCE TODAY

THE TRAINING IMPERATIVE: UPSKILLING YOUR TEAM FOR THE PHARMA AI REVOLUTION

As leaders in the pharmaceutical industry, we stand at a critical juncture. The integration of artificial intelligence (AI) into our daily operations is not just a trend; it is an immediate necessity says Marina Hickson, managing director, Vivanti.

AI is reshaping healthcare, and those who hesitate to adopt these technologies risk falling behind. Upskilling your workforce is essential - not just for operational efficiency but to maintain your competitive edge.

COST OF INACTION

Imagine a scenario where your competitors swiftly leverage AI to streamline their operations (reducing time and costs) while your team remains untrained and unprepared. The implications are significant. They will not only reach them, falling behind in innovation, and ultimately compromising profitability.

A CHANGING LANDSCAPE

The pharmaceutical landscape is becoming increasingly competitive. A study by PWC suggested up to 30% of jobs will be at risk of automation. The pharmaceutical industry is rapidly integrating these cutting-edge technologies, with over 80% of pharmaceutical executives either currently using AI or planning to do so within the next two years. If your team is not equipped with the skills to navigate this change, you may find yourself at a significant disadvantage.

Moreover, 86% of pharmaceutical and life sciences professionals are using AI for drug discovery, with 95% of pharmaceutical companies investing in AI capabilities. Companies that prioritise reskilling have reported a 15% improvement in overall operational efficiency. If you don't invest in upskilling now, you could be ceding ground to competitors that do.

TRANSFORMATIVE POTENTIAL

AI has the potential to revolutionise drug discovery and clinical trials. Studies indicate that AI technology can reduce the time it takes to discover new drugs from 5–6 years to just one year. Additionally, using AI in clinical trials could lead to cost savings of 70% per trial and timeline reductions of 80%.

Furthermore, AI applications in pharmaceuticals could generate substantial economic value, with up to $410 billion in annual value by 2025. The global AI in pharmaceutical market was valued at USD 908 million in 2022 and is expected to reach over USD 13513.36 million by 2032, poised to grow at a compound annual growth rate (CAGR) of 28.50% from 2023 to 2032.

HOW AI CAN SUPPORT OPERATIONS

AI technologies are not just tools; they are game changers that can enhance pharmaceutical operations:

- One of the main advantages that companies like Unilever have experienced is that AI-driven tools can process vast amounts of data quickly and accurately, allowing teams across the value chain (from R&D to commercial) to make informed decisions based on real-time insights.
- Secondly, investing in AI can transform your training methodologies via:
  - Continuous Learning: AI facilitates ongoing education by recommending courses based on individual progress.
  - Data-Driven Insights: Companies leveraging AI algorithms can analyse data to identify knowledge gaps and recommend tailored training modules to improve performance.
  - Real-Time Feedback: Immediate feedback during training sessions enables employees to correct mistakes as they learn, crucial in an industry where accuracy is paramount.
  - Personalised Learning Paths: AI can tailor learning experiences to an individual's needs.
  - Reduction In Training Costs: Organisations using AI have reported reductions in training costs by up to 30%, thanks to using automated content delivery.

MEDICAL REPRESENTATIVES (MRS)

While the benefits of AI extend across the pharmaceutical value chain, it is essential to highlight the critical role of medical representatives (MRs). They are often the frontline ambassadors for pharmaceutical companies, responsible for delivering intricate medical information and driving product adoption among healthcare professionals (HCPs).

IMPORTANCE OF UPSKILLING MRS

Where information is abundant, but healthcare professionals are time-poor, MRs need to be at the top of their game. MRs need to have advanced skills to engage effectively with them. Research shows that 78% of healthcare professionals prefer interactions that are not reimbursed. Additionally, studies indicate that over 61% of employees feel overwhelmed by the sheer volume of information they must process daily.

UPSKILLING MRS IS CRUCIAL FOR:

- Navigating Complex Interactions: To assist MRs in navigating these challenging conversations with healthcare professionals (HCPs), we have developed COSMART AIA, an advanced training simulator that immerses MRs in lifelike, AI-driven scenarios. Comprehensive AI-driven simulations identify areas for improvement and support targeted efforts to enhance team performance and drive sales success.
- Building Relationships: When MRs are trained, they can leverage AI insights to personalise their interactions with healthcare professionals.
- Effective Learning Techniques: Incorporating active recall techniques into training companies or passive study methods encourages deeper understanding, making it more likely they will remember critical details during real-world interactions.

THE RISKS OF NOT ADOPTING AI

These include:

- Loss of Market Share: As competitors adopt AI technologies, they are likely capture market share that could have been yours.
- Decreased competitiveness: Your company may struggle to keep pace with industry innovations.
- Profitability Concerns: Companies that enhance AI could see an increase of up to $254 billion in annual gross profits worldwide by 2030. If you do not act now, you may find yourself on the wrong side of this financial opportunity.

CONCLUSION

Now is the ideal time for companies to embrace the AI revolution.

Envision the competitive advantage of having a team of highly skilled medical representatives who can navigate complex conversations with ease, leveraging data to build stronger relationships, and drive increased product adoption.

Now, consider the alternative. Imagine losing market share to rivals who have already committed to upskilling their workforce and leveraging AI-driven solutions.

By investing in advanced training methodologies and AI technologies, you can empower your medical affairs teams to excel amidst ongoing changes in technology and market demands.

FOOTMENDER

DAILY EXPRESS

Daily Express Thursday, June 27, 2024

expressyourself

Get in touch! expressyourself@express.co.uk

Best foot forward

ASK THE EXPERT

Q Are saturated fats actually bad for you?

A Lily Hawking, Green Chef's registered nutritionist (greenchef.co.uk) says: "The role of saturated fats has caused confusion in the past and the consensus is still mixed. […]

"The three main categories of fats are saturated fats, unsaturated fats and trans fats. Saturated fats tend to be solid at room temperature, like cheese and butter. There's a tendency to group saturated fats with trans fats, and to limit consumption of these foods altogether.

"Keeping saturated fats to around five per cent of your diet, so cheese in your pasta or a little butter on your toast, is absolutely fine. Let's not forget that these food groups provide other nutrients for us as well and contribute towards health.

"We must treat foods, including a food group with its own name, than good. It's important to enjoy the food you consume and keep everything in moderation."

Here you dusted off your sandals yet? If you're shuffling like me, once the flip flops are on you'll realise you haven't given your feet a second thought since last September. Give yourself a helping hand for the first sweet. I, luckily, our feet are very forgiving. And with just a little bit of know-how you can transform tired tootsies.

Here's how it's done...

SIMPLE STEPS TO GET SANDAL-READY

Expert podiatrist Margaret Dabbs says:

Step one: FILE

"A pedicure is key. Use a foot file and file your feet when they are dry (before the bath or shower) for two minutes per foot, concentrating on areas of hard and dry skin."

Step two: SCRUB

"After filing, never underestimate the benefit of using an exfoliating foot scrub all over the feet, including between the toes and over the nails.

"The finishing task will make all the difference to the long-term benefits of exfoliation in preparation for the summer months and reaches areas that a foot file can't touch."

BEAUTY NEWS with Hannah Britt

Step three: DON'T FORGET YOUR TOES

"I'm groomed toenails, use a nail file and file the toenails straight across. It is simple to do, promotes healthy nail growth, and avoids the nail edge to prevent ingrowing nails."

Step four: FOOT CREAM

Apply a hydrating cream to the whole foot, from the toes up to the ankle.

"Use a foot cream before you go to bed too and wake up with new feet. Use daily for two weeks and as necessary to get your feet back on track."

DIY FOOT SCRUB

1 This gentler scrub from sugar, olive oil and lemon juice is ideal for soles. You are looking for a semi-thick consistency.

2 Scrub up your mix and, over the bath or a washing-up bowl to avoid mess, rub it into your feet and ankles in circular motions to buff away dead skin.

3 Wash off the lot with warm water, dry feet with a towel, and apply your chosen foot cream.

THE FOOT KIT

The file

Sally Hansen Miracle Gel Crystal Nail Smoothing Glass File, £6.99, (boots.com), is a hand-held manual foot file with two sides for varying exfoliation.

The scrub

The Body Shop Peppermint Foot Working Pumice Foot Scrub, £10 (thebodyshop.com), buffs away dead skin cells, and contains cooling mint to soothe.

The lotion

Margaret Dabbs London Hydrating Foot Intensive Hydrating Foot Lotion With Grapefruit & Rosemary, £20 (margaretdabbs.co.uk), has a herbaceous scent that creates a spa-like experience at home. Highly moisturising, it keeps skin soft and supple.

The cracked heels remedy

CCS Heel-Repair Stick, £11.99 (Boots), has been designed for very hard skin and heel cracks, and works by hydrating and protect foot from further damage as they heal.

The ultimate treatment

Footmender All-In-One, £28.99 (Boots), is as the name suggests, a multifunctional treatment that gets to work on dry skin, hard skin, corns and cracked heels, softening, exfoliating, nourishing and ultimately healing damage to the feet.

PERFECT POLISHES

Gloss: Manicurist Active Glow in Blueberry, £16 (uk.manicurist.com), is like a lip gloss for your nails.

providing a wash of pink and a mistletoe boost.

Neon: Nails Inc Peace & Nibbles Nail Polish Duo, £15 (nailsinc.com), has all you need to create a Shoreditch modern xmas mani, with a flattering neon pink and glowing yellow.

Luxe: Dior Vernis in Lesoso Glow, £27 (diorcom), is an iridescent yellow gold, ideal for adding a touch of luxury to looks.

@Follow Hannah on Instagram @hannahbritt

TRIED & TESTED

Dyson Supersonic Nural Hair Dryer, £299.99 (dyson.co.uk)

I've loved the Dyson Supersonic since its launch disrupted the beauty world back in 2016.

So when this latest update landed on my desk, I couldn't wait to get my hands on it.

Great, first-to-market tech allows for the most intuitive, personalised drying experience yet, with sensors able to activate specific modes within the dryer each designed to protect the scalp from heat damage.

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We love... PINEAPPLES

Set of two stacking glass tumblers, £20, John Lewis

Drawer knob, £5.95, melodymaison.co.uk

Water hyacinth pineapple storage basket, £45, John Lewis

Embroidered phone case, £25, monsoon.co.uk

Pina metallic ceramic pineapple table lamp, £49, Dunelm

LED neon sign, £12.49, amazon.co.uk

B&Q outdoor cushion pineapple, £22.99 40cmx40, £22.99, diyadm

BRILLIANT C

My pick of the best

Superdrug is celebrating its 60th birthday this year, and there are loads of ways you can get in the spirit of superdrug.com to mark the occasion. Snap up the sweetly scented

Birthday Cake Sheet Mask for just 60p, down from 99p.

Monday Haircare products are just as effective as they are smelling nice, pressing, try the

REVIVE ACTIVE

Stockport Express

Stockport Express

Club members joined by running royalty Eilish

Running • Athletics • Sports

18 Sep 2024

MEMBERS of the North-West based Didsbury Runners Club @ didsburyrunnersclub were delighted to welcome long-distance running legend Eilish McColgan to one of their weekly training sessions last week.

175 running enthusiasts from the friendly, inclusive and social group had the "once in a lifetime" opportunity to stride alongside running royalty, having entered and won a national competition organised by Revive Active, the ultimate super supplement experts.

••Members of Didsbury Runners Club with long-distance running legend Eilish McColgan, centre

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MY I-CLINIC

METRO

How to help children from becoming short-sighted as one in three have myopia

Eye tests and daylight are top of expert's lists (Picture: Metro.co.uk)

Around one in three children worldwide are short-sighted, a new study has found.

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