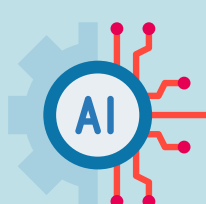


# Are you watching AI transformation from a distance, or making it happen?

Across the pharma sector, organisations are responding to AI with very different levels of commitment and readiness.



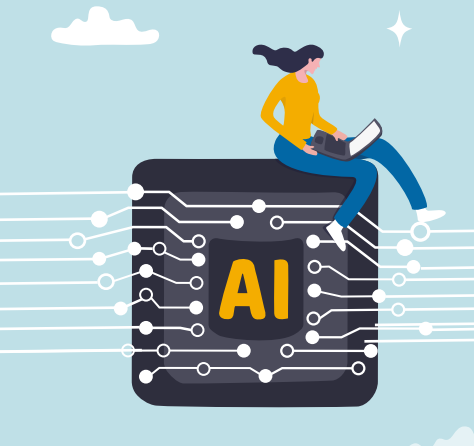
While **85%**

view AI as an immediate priority, the way they are tackling investment varies hugely.(1)



Some are taking cautious, deliberative steps

while others are hurling themselves into the fray and learning through doing.



In many ways, this is the biggest conundrum facing all of us right now. How do we embrace AI safely, thoughtfully, and effectively? And how do we handle the cultural and mindset shifts required to do so?

## So where is your organisation on the road to AI transformation?

Whatever the route being taken, we typically see organisations in one of three stages:

### Standing on the edge of the pool:

Teams watching the field develop but not yet acting decisively.

Waiting for clarity, characterised by a high dependence on observing competitors

Limited hands-on experience

False sense of safety

High strategic risk in a fast-moving environment



### Standing on the steps:

Cautious early movers who are exploring AI without fully committing.

Cautious action but slow decision-making and lengthy risk assessments

Siloed pilots that rarely scale and lack data quality to deliver high-quality solutions

Risk-aversion limiting learning

Movement without momentum



### Leaping straight into the pool:

Organisations that accept early discomfort (and even mistakes) in exchange for rapid learning.

Acknowledging and preparing for inherent risks (including potential for failure)

Building channels for shared learning across functions

Creating a culture that empowers experimentation

Defined guardrails communicated and updated regularly



This is where many pharma organisations are today.



Only around **24%**

of AI proof-of-concepts move to production in the pharma sector(2)

The organisations and leaders leaping in now are those that will ultimately win. But how to do it?



In our new whitepaper, *Beyond the Algorithm: How Pharmaceutical Leaders Can Navigate Cultural Transformation in the Age of AI*, we explore the key mindset and cultural shifts leaders need to leap in with confidence.

Download the whitepaper here



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(1) <https://www.fiercepharma.com/marketing/ai-tech-immediate-priority-most-big-pharmas-many-plan-open-their-pockets-further-ai>

(2) <https://www.bain.com/insights/the-healthcare-ai-adoption-index>