

2nd Forum: Artificial Intelligence in Pharma

Ausgebucht

Hands-on / from Pharma for Pharma



The aim of this event is for pharmaceutical companies to get together to learn and exchange information on AI use from different perspectives. They will share their learnings, opportunities, and hurdles. Examples and breakout sessions will be held for practical and classroom exchange.

2nd Forum: Artificial Intelligence in Pharma

Datum
Dienstag, 15. April 2025

Zeit
09.00 - 12.15

Sprache
English

Art der Veranstaltung
Seminar

Ort
HSLU - Hochschule Luzern
Suurstoffi 1, 6343 Risch-Rotkreuz

Kosten pro Person (exkl. MwSt.)
CHF 290.- (für shqa Mitglieder)
CHF 390.- (für Nichtmitglieder)
Price includes lunch

Kontaktpersonen



Rebecca Siegmann
[+41 41 500 07 86](tel:+41415000786)

Agenda

09:00 - 09:10 Welcome @ AI-Forum – shqa & FFI
by Patrick Fischer & Corinne Wild

09:10 - 09:35 Technical evolution within the industry - status quo & ambition in CRM and asset management
by Dr. Joerg Muetze, Veeva Systems

09:35 - 10:00 Generate considerable value with AI in CRM/asset management context
by Edith Schallmeiner and Lucas Krüttli, Roche Pharma (Schweiz) AG

10:00 - 10:15 Swiss Pharma Report - how do Swiss physicians use AI?
by Marco Schulz, elaboratum suisse GmbH

10:15 - 10:40 Lead AI implementation and change management.
by Nina Reichert, Amgen Switzerland AG

10:40 - 11:00 Networking break

11:00 - 11:45 Breakout sessions with tangible examples

- Breakout 1 - Medical/Regulatory/Market Access examples on knowledge management lead by Nina Reichert, Amgen Switzerland AG
- Breakout 2 - Marketing & Sales examples led by Beat Obrist, MSD Merck Sharp & Dohme AG
- Breakout 3 - Co-Pilot; sustainable introduction of AI tool in a different way; lead by Andreas Fischer and apprentice team, Pfizer AG

11:45 - 12:15 Wrap up and discussion in plenary session

12:15 - 14.00 Stand-up lunch / Networking

Target audience

The AI Forum is primarily intended for:

- General Managers or their delegates
- Pharma Executive Board Members
- Digital / AI - Leads
- Compliance Officers
- Finance and Legal functions
- Medical Affairs Professionals
- Marketing & Sales Functions
- Market Access & Regulatory
- and other interested associates or groups



Dr. Nina Reichert
Senior Medical Director
Amgen Switzerland AG



Dr. Joerg Muetze
Head of DACH (Commercial Solutions),
Veeva Systems



Beat Obrist
Vorstandsmitglied shqa, Director Digital, Data
Analytics & Operations
MSD Merck Sharp & Dohme AG



Edith Schallmeiner
Chapter Head Digital Excellence
Roche Pharma (Schweiz) AG



Lucas Kruettli
Head of Legal & Compliance
Roche Pharma (Schweiz) AG



Marco Schulz
Managing Partner
elaboratum suisse GmbH



Patrick Fischer
Senior Director Client Solutions
FFI Ventures GmbH



Corinne Wild
Geschäftsführerin shqa
swiss health quality association (shqa)

