

# Medical Affairs & AI – Shaping the Future

AI is rapidly transforming the healthcare landscape and Medical Affairs professionals must stay ahead. This webinar delivers relevant, real-world insights so you can integrate AI confidently and ethically into daily work, boosting both impact and efficiency.

**Core question:** How can Medical Affairs use AI to add real value?

Equip Medical Affairs professionals with a practical, ethics-first roadmap for using AI as a value-adding *co-pilot* - enhancing scientific impact while keeping human expertise at the centre. **By the end of the session you will be able to...**

- **Pinpoint the key tasks AI can support in Medical Affairs** - from evidence synthesis to insight generation.
- **Spot the top ethical pitfalls and name the guard-rails** - privacy, bias and traceability.
- **Evaluate real-world examples of human-AI collaboration** and extract lessons that translate to their own daily work.

Content and Method

Learn **where AI genuinely adds value in Medical Affairs**, the three guard-rails that keep its use ethical (privacy, bias, traceability) and how to keep human scientific judgement firmly in control.

The 60-minute webinar will combine a focused expert presentation with interactive elements (short polls), including practical examples and interactive Q&A


Target Group

MSLs, Medical Advisor, Medical Leads, Medical Affairs Manager, etc.

Dozentinnen & Dozenten



**Dr. Nina Reichert**  
Senior Medical Director  
Amgen Switzerland AG



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Datum

Donnerstag, 4. September 2025

Zeit

12.00 - 13.00

Sprache

English

Art der Veranstaltung

Live Webinar


Kosten pro Person (exkl. MwSt.)

CHF 100.– (für shqa Mitglieder)

CHF 170.– (für Nichtmitglieder)

In diesen Kosten inbegriffen sind: Seminarpräsentation und Teilnahmebestätigung

Kontaktpersonen



**Patricia Zürcher**  
+41 41 500 07 87