

## 2nd Forum: Artificial Intelligence in Pharma

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

Date  
**Tuesday, April 15, 2025**

Time  
**09.00 - 12.15**

Language  
**English**

Course type  
**Seminar**

Location  
**HSLU - Hochschule Luzern**  
Suurstoffi 1, 6343 Risch-Rotkreuz

Cost per person (excl. VAT)  
**CHF 290 .-** (for shqa members)  
**CHF 390 .-** (for non-members)  
Price includes lunch

#### Contact persons



**Rebecca Siegmann**  
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#### 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)

