3rd Forum: Artificial Intelligence in Pharma

Hands-on / from Pharma for Pharma

This in person event is where industry leaders and innovators come together to explore how AI is transforming healthcare and pharma.
It offers deep insights, hands-on learning and real-world applications across the pharma value chain.

Program highlights / Speaker Panel ⌃

Plenary Session

- B. Vogel-Moore and P. Kämpf , Takeda; AI from the patients perspective
- S. Hundertmark, HSLU; AI assisted customer journey - a scientific perspective

Function specific break-outs sessions; use Cases along the value chain

- Crossfunkctional Hands-On Workshop: Build your own AI-Bot - A. Frans and S. Gessler, Viatris Pharma GmbH
- Medical and market access AI insights session - E. Shanahan, Sanofi
- AI in business excellence and commercial – K. Veseli, Novartis Pharma Schweiz AG

Plenary podium discussion on AI-adoption & outlook

Interactive Q&A

More details coming soon...

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

Highlights ⌃

3rd Forum: Artificial Intelligence in Pharma

Date
Thursday, June 11, 2026

Time
09.00 - 12.15

Language
English

Course type
Seminar

Location
Novartis Pharma Schweiz AG
Suurstoffi 14, 6343 Rotkreuz

Travelling by public transport
Walk from Rotkreuz station, duration: approx. 8 minutes

- Take the underpass towards the North/Industry exit (towards bus stops: 28, 48, etc.)
- Turn right onto Birkenstrasse and walk to the "Lucerne University of Applied Sciences and Arts" building

or

- Take the footbridge towards the North/Industry exit (towards the "Lucerne University of Applied Sciences and Arts" building)

then

- Walk straight ahead, passing the university building on your right
- Follow the path alongside the railway tracks to the Novartis building

Travelling by car
A multi-storey car park with visitor parking spaces is located immediately after the Novartis building

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

Contact persons

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Lecturers

Elizabeth Shanahan
Global Access AI Strategy Lead
Sanofi SA

Profile ⌄

in

Sophie Hundertmark
Consulting, Keynotes and Lectures for Chatbots and
New Technologies
Hundertmark GmbH

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in

Kushtrim Veseli
Lead AI Center of Excellence
Novartis Pharma (Schweiz) AG

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in

Bettina Vogel-Moore
EUCAN Therapeutic Policy & Patient Advocacy
Champion Immunology / Dermatology
Takeda Pharma AG

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Karim Milo
Medical Scientific Liaison Manager
Merck (Schweiz) AG

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Simon Forster
Head of Business Unit Inflammation
Amgen Switzerland AG

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Stephanie Gessler
Analytics Manager
Viatris Pharma GmbH

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Aileen Frans
Omnichannel Manager
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