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

fully booked

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

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 considerate 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

Contact persons



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Lecturers



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

• Mitglied der Geschäftsleitung





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

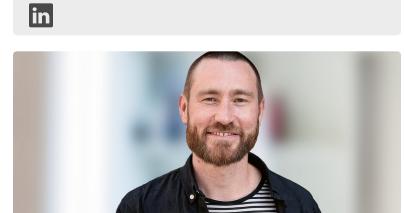


Patrick Fischer Senior Director Client Solutions FFI Ventures GmbH





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



Marco Schulz Managing Partner elaboratum suisse GmbH



Corinne Wild Geschäftsführerin shqa swiss health quality association (shqa)

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