

# 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.

## Conférenciers



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



## Medical Affairs & AI – Shaping the Future

Date  
**jeudi 4 septembre 2025**

Temps  
**12.00 - 13.00**

Langue  
**Anglais**

Type d'événement  
**Live Webinar**

Coût par personne (hors TVA)  
**CHF 100 .–** (pour les membres de la shqa)  
**CHF 170 .–** (pour les non-membres)  
In diesen Kosten inbegriffen sind: Seminarpräsentation und Teilnahmebestätigung

## Personnes de contact



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