Generative AI Programme: Develop a Use Case Roadmap

BioPharmaChem Ireland and Connected Health Skillnet, in collaboration with Brightbeam, is committed to supporting companies to advance the use of AI in the pharmaceutical sector. This hand-on programme provides a structured approach for companies to build the internal expertise needed to advance AI adoption and develop a Use Case Roadmap, fostering innovation and efficiency.
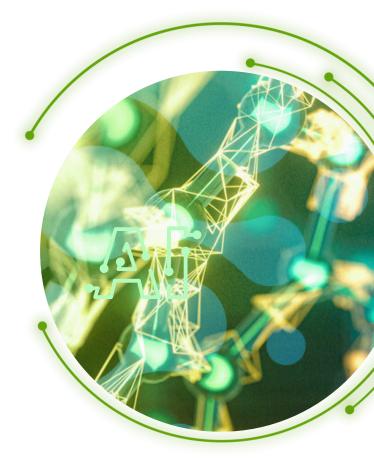
This initiative aims to design and develop a Use Case Guidance framework for integrating Generative AI into the pharmaceutical sector. The Use Case Guidance framework will provide a structured approach that helps participating companies identify, evaluate, and implement Generative AI-driven solutions.

This hands-on and collaborative workshop-based programme will see company teams work together to build a Use Case Roadmap for their company and the wider pharmaceutical sector in Ireland. This will involve engaging with a 'Coalition of the Interested'— 4 companies keen on advancing their GenAI journey. The roadmap will cover the full range of potential use cases, for example, knowledge management, process automation, field service, plus many other areas. The roadmap will cover a number of key Value Streams (which will be agreed during company onboarding), such as:

- Manufacturing
- Manufacturing Decarbonisation
- Global Business Services
- Discovery & Development
- Preclinical Testing, Clinical Trials & Regulatory Review & Approval

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Overview

Approach

This hands-on programme is designed to be collaborative and iterative, engaging key stakeholders at each phase of the project. The programme will combine in-person workshops, hands-on implementation, and continuous feedback to help participants develop a practical and effective Use Case Roadmap for their company.

Delivery Schedule

The programme will run over 10 weeks via a mix of in-person and virtual engagements, divided into 2-week increments each focused on a specific value stream area.

Week 1-8 (For each value stream area)
- Pre-workshop prep call (1-hour)
- In-person workshop (2 hours)
- Content preparation by Brightbeam based on workshop inputs
- Post workshop content feedback (1 hour).

Week 9-10:
- Preparing the final deliverables.

Who should participate

It is envisaged that each participating company will identify 2 individuals to engage in the work programme for each of the agreed value streams.

Benefits for your Organisation

By participating in this Generative AI programme, both your organisation and individual participants stand to gain substantial benefits, driving both strategic growth and personal development:

1. Leading the AI Transformation in Pharma

Your organisation will be among the first to explore and shape the integration of Generative AI in the pharmaceutical sector. This early involvement allows you to influence the direction of AI adoption across the drug lifecycle, positioning your company at the cutting edge of innovation.

2. Cross-Industry Collaboration & Knowledge Exchange

This initiative brings together companies from across the pharmaceutical value chain, providing a unique opportunity for collaboration. You'll benefit from shared insights, experiences, and problem-solving approaches. This knowledge-sharing environment accelerates learning and reduces risks, helping your organisation develop robust AI strategies.

3. Bespoke Use Case Development

Each participating organisation will work on use cases tailored to their specific business needs. The Use Case Roadmap developed will reflect your organisation's priorities, creating a customised foundation for future AI development and providing actionable insights that can be directly implemented.

4. Building Internal AI Capabilities

This initiative is designed not only to advance AI adoption but also to build internal expertise. Through workshops, hands-on collaboration, and feedback sessions, your team members will develop practical skills and deepen their understanding of AI's role in pharma. This enhances your organisation's capacity to lead future AI projects with confidence.

5. Efficient Time Investment, Tangible Outcomes

The structured, time-efficient approach ensures that participants gain maximum value with a manageable time commitment. With just a few hours dedicated to calls, workshops, and feedback, your organisation will receive a comprehensive AI roadmap that delivers real, practical value without disrupting day-to-day operations.

€7,550 per company

Connected Health
Skillnet

BRIGHT BEAM

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