TRANSPERFECT
3 SUMMIT
CONVERSATIONS ON CLINICAL CONTENT

THE FUTURE OF MEDICAL AFFAIRS:
AI & Automation for Digital Strategy, Content, and Communications

MODERATOR

Gigi Shafai

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THE PANEL

Maurice Leonard

Medical Affairs Director, Europe & International Markets,
Uniphar

Sophie Elkins

International Field Excellence,
Abbvie

Lana Rizk

Director, Medical Affairs,
Novartis AG

David Gillen

Chief Medical Officer,
Norgine

Medical affairs is rapidly evolving from a support function into a strategic powerhouse. Advances in AI and automation are essential to driving the next wave of transformation. This session explored how AI is revolutionizing content creation, stakeholder engagement, and insight generation—while reaffirming the human expertise still required to lead those efforts.

Digital transformation is changing how medical affairs teams develop strategy and communicate. To improve stakeholder engagement, teams must combine automation, content strategy, and cross-channel communication—while maintaining regulatory compliance.

AI is not replacing medical affairs professionals; it's augmenting their impact. Field medical teams, long underutilized as insight engines, are now empowered to structure, analyze, and elevate HCP feedback at scale. Omnichannel strategies—powered by AI to deliver the right content, in the right format, at the right time—are reshaping engagement across the life sciences industry.

Panelists shared real-world applications of AI and automation across various touchpoints in medical affairs, including AI-driven literature reviews, predictive analytics for health authority Q&A responses, automated congress content curation, and advanced insight mining from field medical interactions.

The discussion began by contextualizing the evolving role of medical affairs. Once a function focused primarily on material review, it has become a strategic driver of scientific communication, stakeholder engagement, and organizational trust. David Gillen emphasized how medical affairs has transformed post-Vioxx into the central communications hub of pharma, emphasizing its growing role in restoring credibility and delivering precision medicine.

Sophie Elkins stressed that field medical teams are uniquely positioned to harvest rich qualitative insights from healthcare professionals—input that has historically gone underutilized due to manual processing limitations. AI now enables this feedback to be scaled, structured, and applied more effectively.

OPPORTUNITY AREAS FOR AI IMPLEMENTATION:

External Communication:
Capturing personalized experiences, journeys, and offering digital communication channels to meet audiences where they are 24/7/365

Contact Centers:
Literature surveillance, agent assist, GRD creation, chatbot, med info workflows

Content Development:
Bite-sized content and infographics, first drafts of posters/publications, HTA dossiers

Field Medical:
Facilitating digital and human HCP exchanges

Integrating Patient Voice:
Social listening and real-world evidence

Supporting and Advancing Clinical Studies:
Medical teams can show value to clinical trial enrollment, site identification, strategic incorporation of real-world endpoints

Compliance and Quality:
Use of AI with human-in-the-loop and peer review; involve IT and compliance upfront

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KEY TAKEAWAYS

- Medical affairs has evolved into a strategic communications leader, driving trust and scientific engagement across stakeholders.

- Digital transformation is changing the way medical affairs teams develop strategies and communicate.

- AI is unlocking value in insight generation, literature review, content curation, and compliance workflows, increasing efficiency and relevance.

- Field medical teams are essential data conduits, and AI enables their insights to be analyzed and scaled meaningfully across the organization.

- Personalized, omnichannel communication is a growing mandate, with medical affairs leading the shift from standardized to stakeholder-preferred formats.

- Technology-enabled capture of medical insights is making medical operations more efficient and accessible.

- To improve stakeholder engagement, medical affairs teams need a mix of automation, content strategy, and cross-channel communication while maintaining regulatory compliance.

- Upskilling and AI literacy are critical to adoption, and cross-functional collaboration is necessary to implement scalable, compliant solutions.

- Patient education must improve—even under regulatory compliance guardrails—through better content development for advocacy groups and informed communities.

- Integrating AI drives efficiencies, but human oversight remains essential.

The panel also explored best practices for AI implementation through real-world examples, strategies for balancing efficiency with compliance, and considerations for the future applications of AI in medical affairs amid an ever-evolving landscape.

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