

LOST IN TRANSLATION: How AI Impacts Global Medical Information Strategies



Alessandra Grossi

Medical Operations (MICC) Director,
TransPerfect Life Sciences

THE PANEL



Hannah Hunter

Senior Director,
Medical Information,
ProPharma



Stefne Pienaar

MILE President,
*Medical Information
Leaders of Europe (MILE)*



Robyn Rennick

Medical Information
Professional



Julien De Gabriele

Head of Global
Medical Information &
Content Management,
VIATRIS



Michelle Bridenbaker

Head of
Medical Information,
Recordati Rare Diseases

As medical information (MI) evolves alongside AI, the challenge is clear: how can we embrace innovation while preserving the trust, quality, and compliance the function demands? This session, featuring experts from leading pharmaceutical companies and the Medical Information Leaders in Europe (MILE), examined how AI is transforming MI, and what guardrails must be in place to use it responsibly.

The panel emphasized that medical information is a highly regulated and quality-driven function. While there's natural apprehension around AI replacing human expertise, the consensus was that AI is best viewed as a tool to enhance—not replace—human roles. Key areas where AI is already driving value include content generation, literature filtering, agent assistance, sentiment analysis, and multilingual support. By handling repetitive tasks and documentation, AI frees professionals to focus on higher-value work like scientific review, complex case management, and empathetic communication.

Sentiment analysis and agent assist tools are also improving the quality and empathy of healthcare provider interactions. However, AI alone isn't enough. Risk-based implementation frameworks and human-in-the-loop oversight are essential to the responsible use of AI in the medical information space, particularly in order to maintain patient trust

KEY TAKEAWAYS



AI is augmenting, not replacing, medical information professionals, helping them focus on higher-value activities while automating repetitive, low-risk tasks.



“Human-in-the-loop” systems are essential to ensure compliance, data accuracy, and risk mitigation, especially in regulated environments.



Sentiment analysis and agent assist tools enhance quality assurance and allow more empathetic, responsive customer support.



Multilingual support and content personalization are among the most impactful use cases of AI in MI, particularly for global organizations.



Success depends on process redesign, stakeholder buy-in, and sustainability, including continuous quality monitoring, budget support, and skill development.



Patient trust must be protected through transparency, such as clearly labeling AI-generated content and ensuring human verification of medical information.

Want to attend or speak at a future C3 Summit?

[Click here.](#)



thec3summit.com/london-2025 | C3Summit@TransPerfect.com