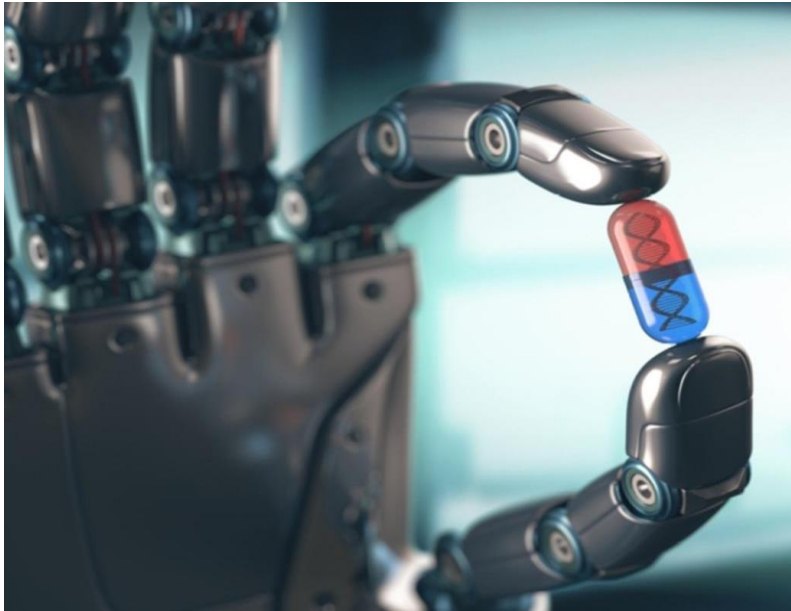


## **ARTIFICIAL INTELLIGENCE IN PHARMACEUTICAL INDUSTRY**



Artificial intelligence in pharma refers to the use of automated algorithms to perform tasks which traditionally rely on human intelligence. A study published in MIT found that only 13.8% of drug successfully pass clinical trials. With this in mind pharma businesses are using AI to increase the success rates of new drugs while decreasing operational costs at the same time.

AI has so many applications in this field: personalised treatment, protection against epidemic outbreaks, imaging and radiology, drug discovery, clinical trials etc. AI

works as a machine learning system, continuously responding & analysing data, which allows researchers to collect information effectively. AI analyses the healthcare system properly & helps healthcare providers make the best decision. There are a few AI-based apps that are specially designed to give medical consultation based on the details of the patient's illness symptoms & past medical records. Some AI-based apps monitor the usage of drugs in real time.

AI can be used in quality control; it'll also reduce the design time, predictive maintenance & it can improve the production process. The pharmaceutical industry is a sales-driven sector with AI becoming more useful in refining the style of marketing & strategies that businesses use. Automated dispensing provides pharmacists with more time to engage with a greater volume of patients while also enhancing their health outcomes.

Everything in excess is dangerous & so is the case with AI. It's true that AI comes with a huge cost. No matter how smart a machine becomes, it can never replicate a human. They don't know what's ethical & what's legal, and they do not possess their own judgemental skills.

There is simply no limit how well AI with its important components can revolutionize the pharmaceutical & healthcare industry. It also opens new opportunities to discover drugs & to make treatment procedures more effective. With a promising future, artificial intelligence is here to rule.

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*AI is only as good as the humans programming it and the system in which it operates. If we are not careful, AI could not make health care better but instead unintentionally exacerbate many of the worst aspects of our current health care system”*

*-BOB KOCHER*

( Adjunct Professor at Stanford University School of Medicine and Senior Fellow and Advisory Board Member at the Leonard D.Schaeffer Center for Health Policy and Economics at USC )

Review done by : Nidhi mariya raphel, Nihida ,Kavya M S

Reference: [www.europeanpharmaceuticalreview.com](http://www.europeanpharmaceuticalreview.com)