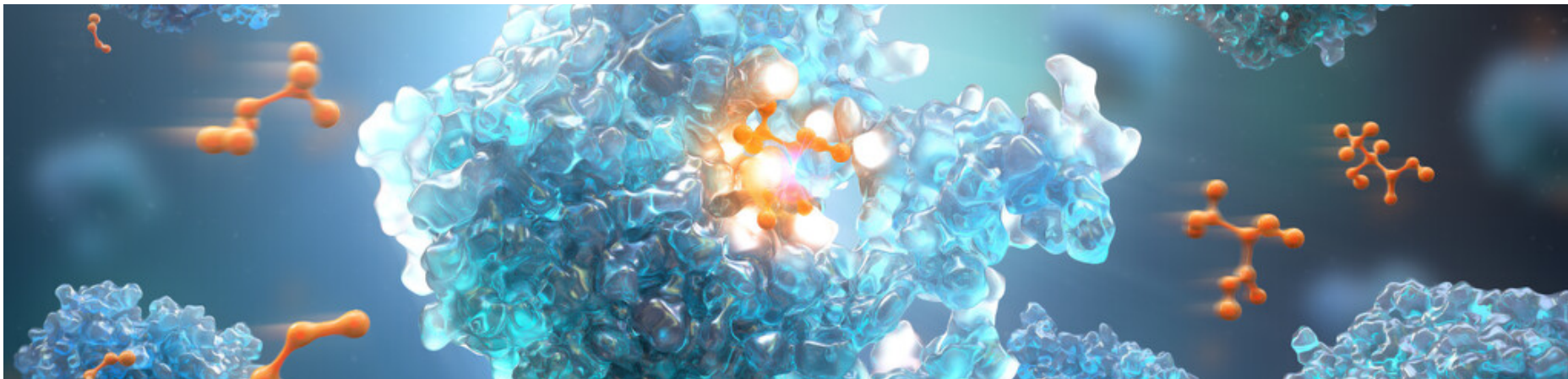


Principles and Governance toward the ethical use of Data and AI in the Pharmaceutical Industry

Margi Sheth, R&D Data Policy Director

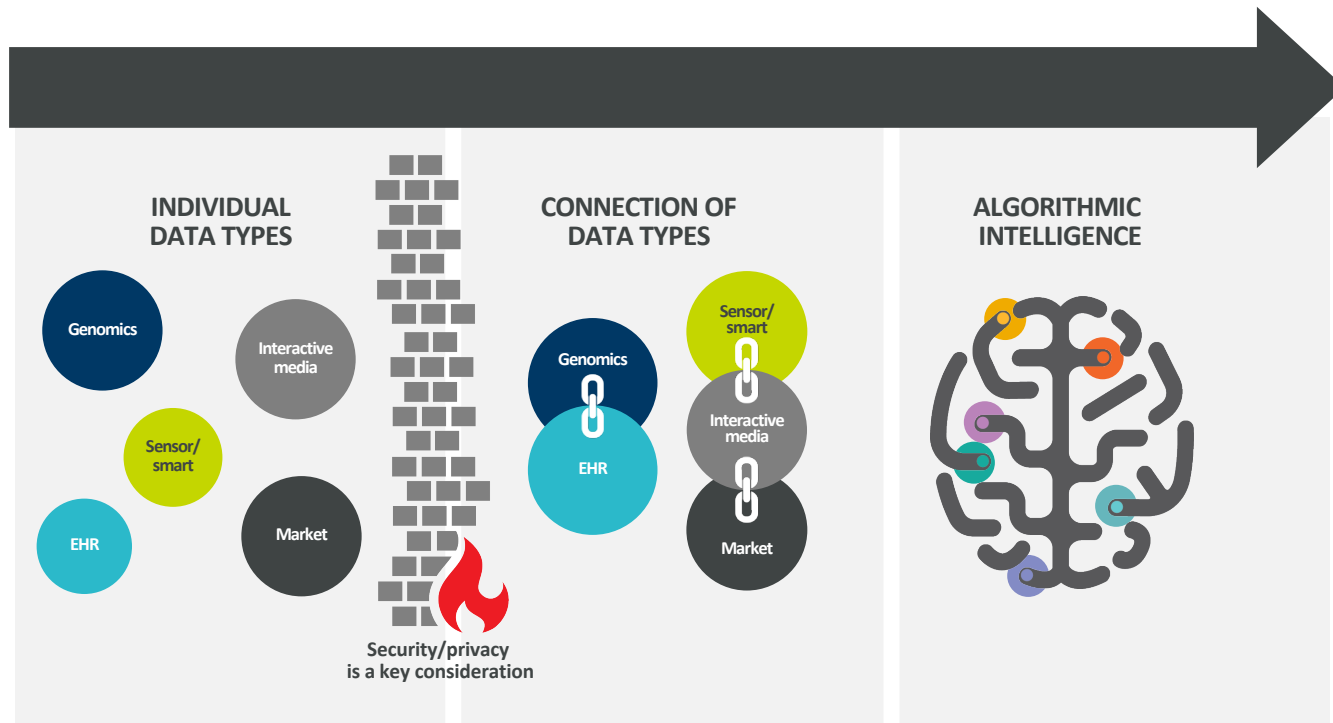
PHUSE EU Connect 2020

11 November 2020

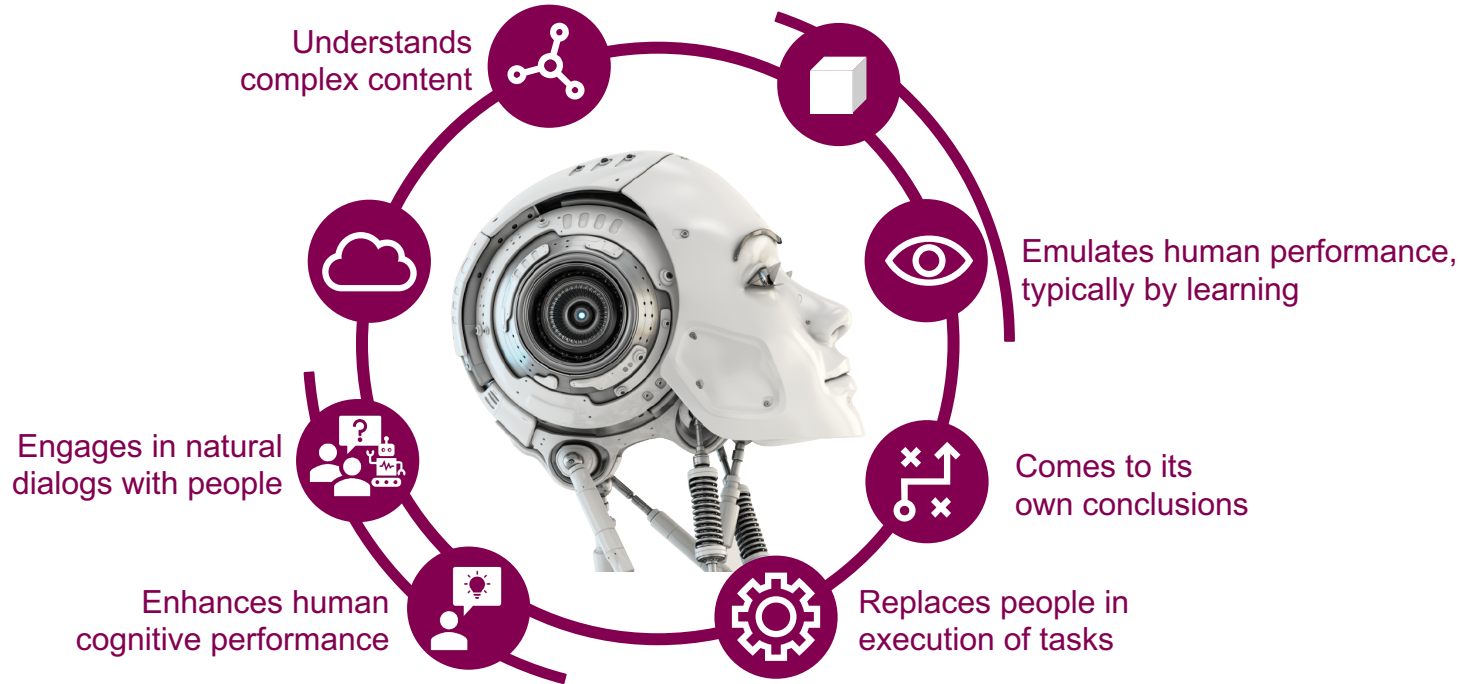


The way we analyse data is changing.

Connected data allows us to unleash the power of Artificial Intelligence.



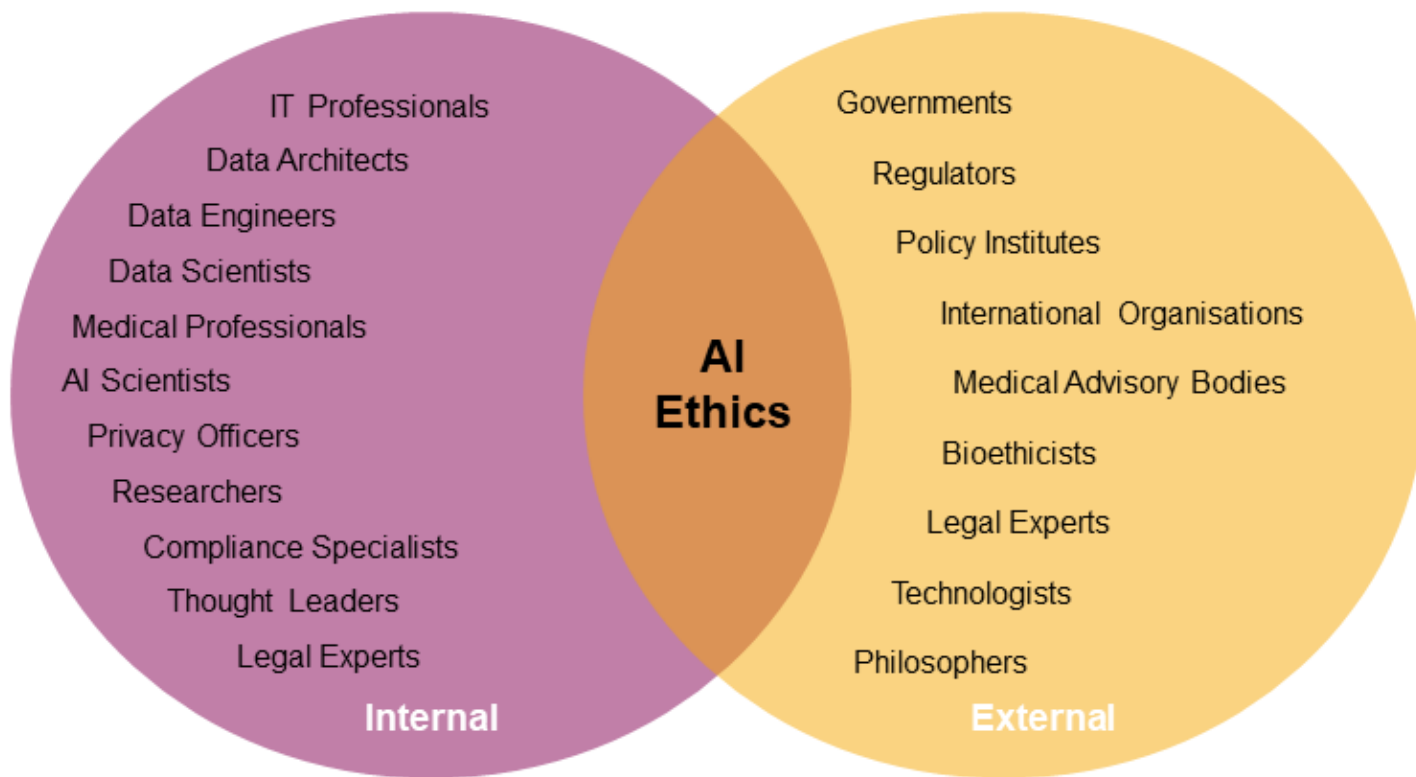
Artificial Intelligence represents any process, task or decision where computerised technology may in some way mimic and/or replace human intelligence



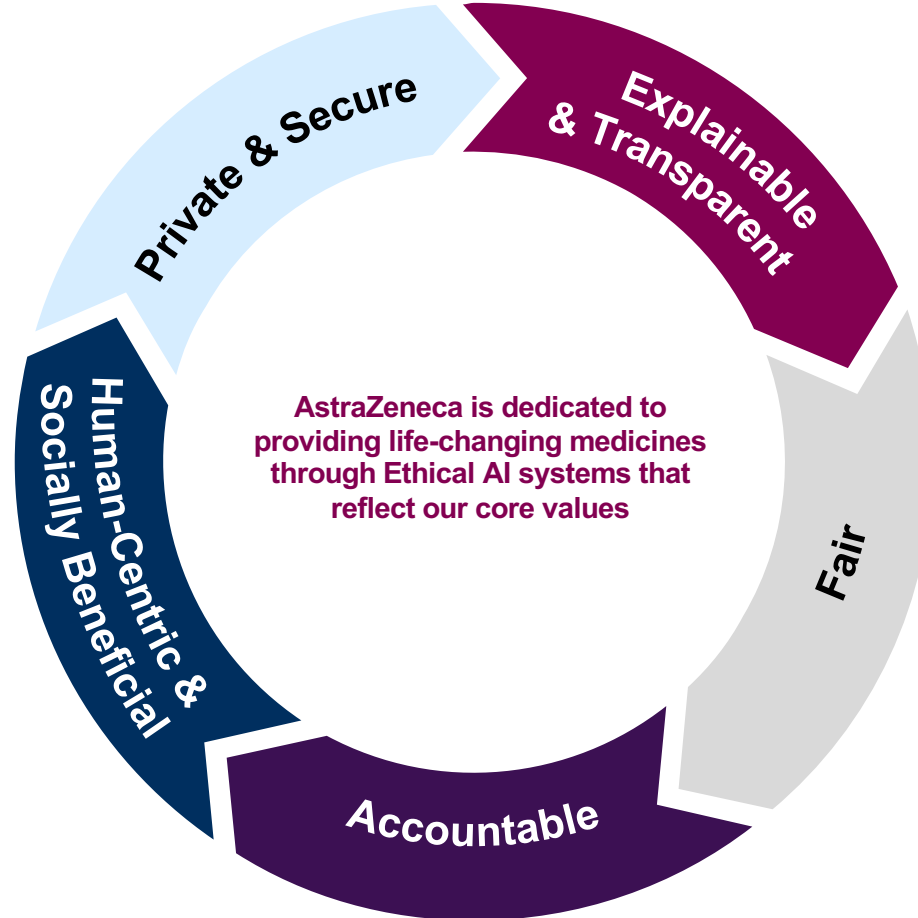
Why do we need to drive AI ethics in the biopharma space?



Broader View on Data & AI Ethics

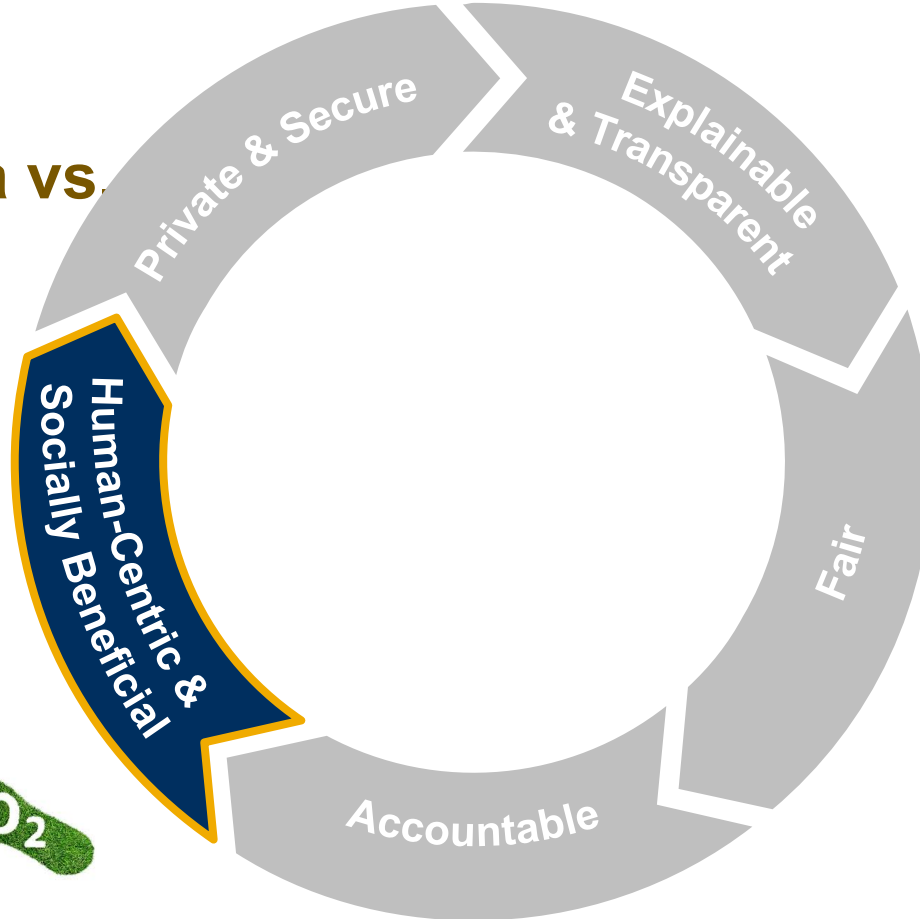


Principles for Trustworthy & Responsible Data & AI



Ethical Principles and Governance can help AZ in a dynamic area

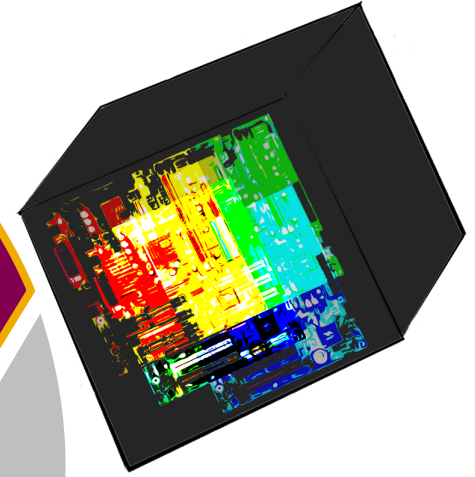
Synthetic data vs. deepfake?



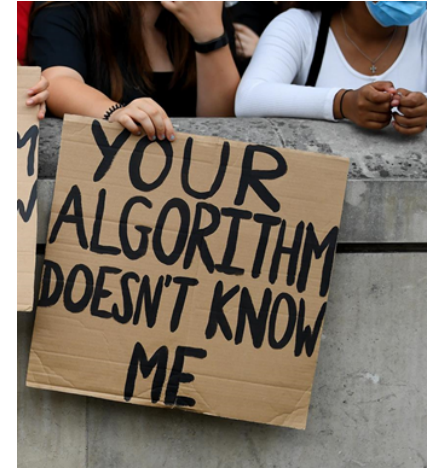
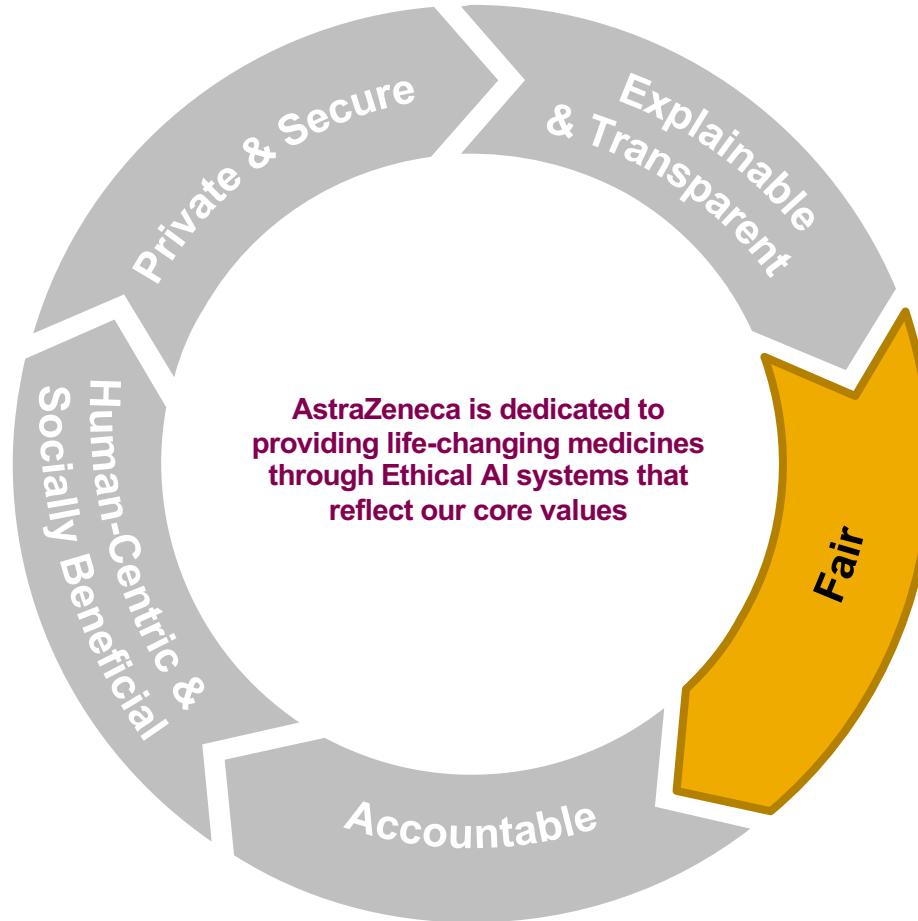
Ethical Principles and Governance can help AZ in a dynamic area



Ethical Principles and Governance can help AZ in a dynamic area



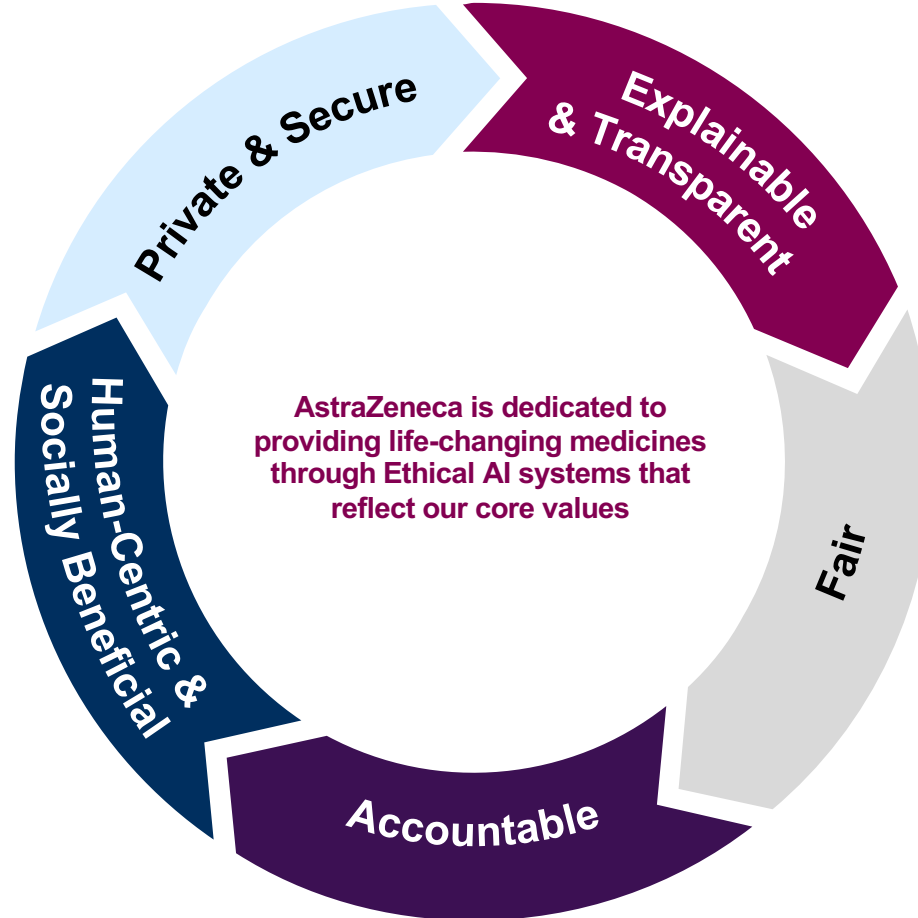
Ethical Principles and Governance can help AZ in a dynamic area



Ethical Principles and Governance can help AZ in a dynamic area

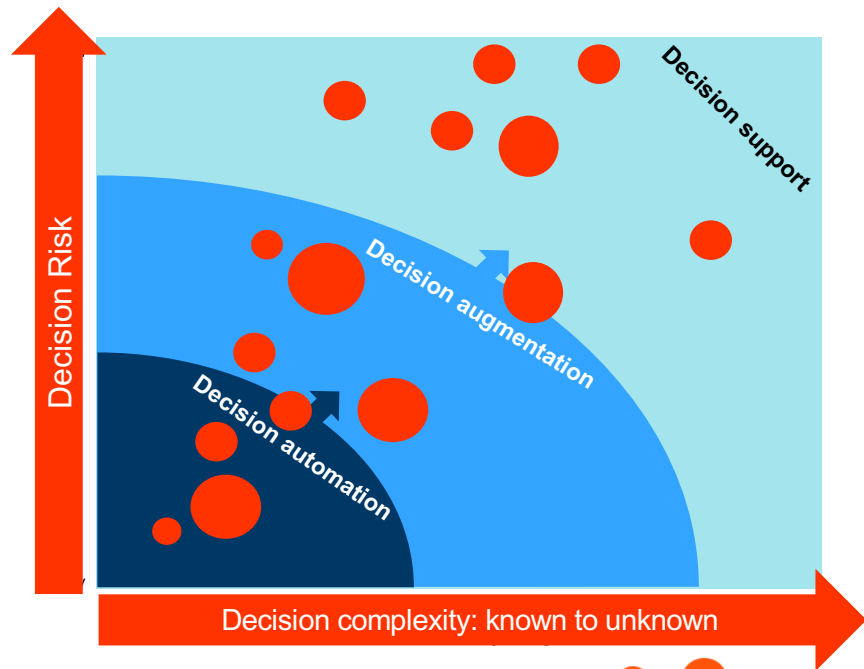


Principles for Trustworthy & Responsible Data & AI



AI solutions' Risk and Complexity:

a survey of 15 recent pharmaceutical AI projects



Decision support: Recommending treatment decisions in clinic

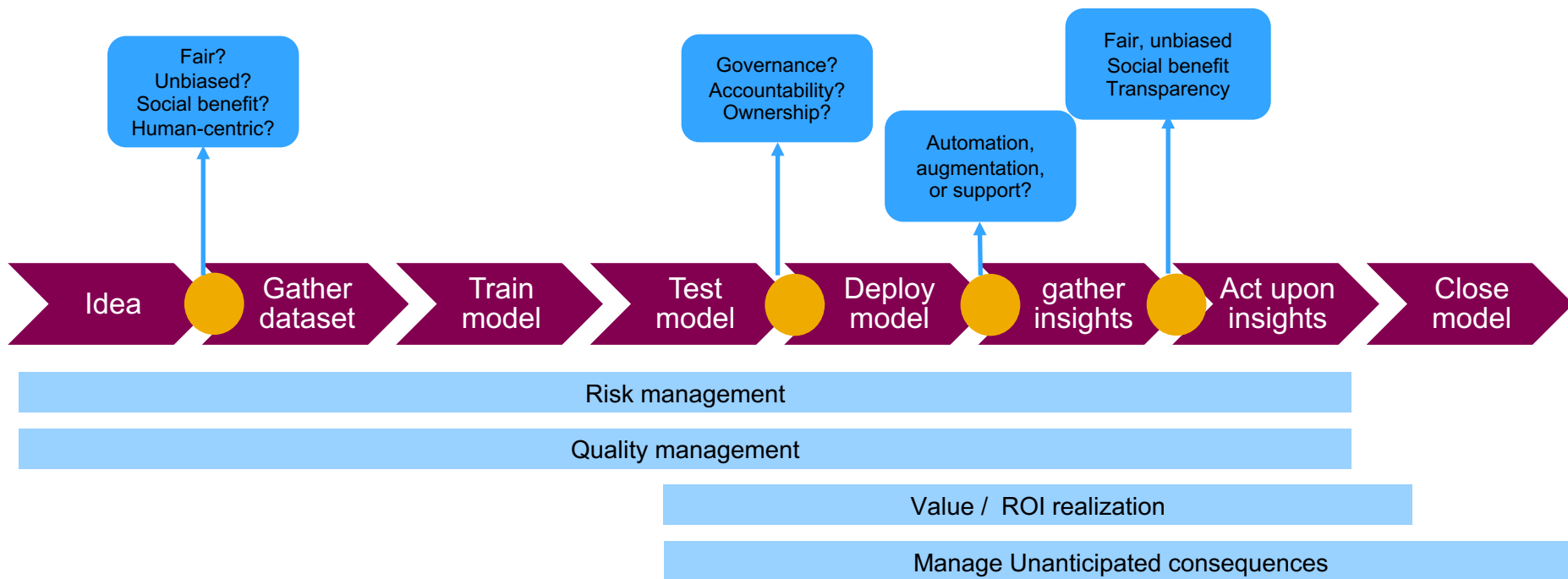
Decision augmentation: Predicting molecular targets to pursue

Decision automation: Optimize marketing messages per region

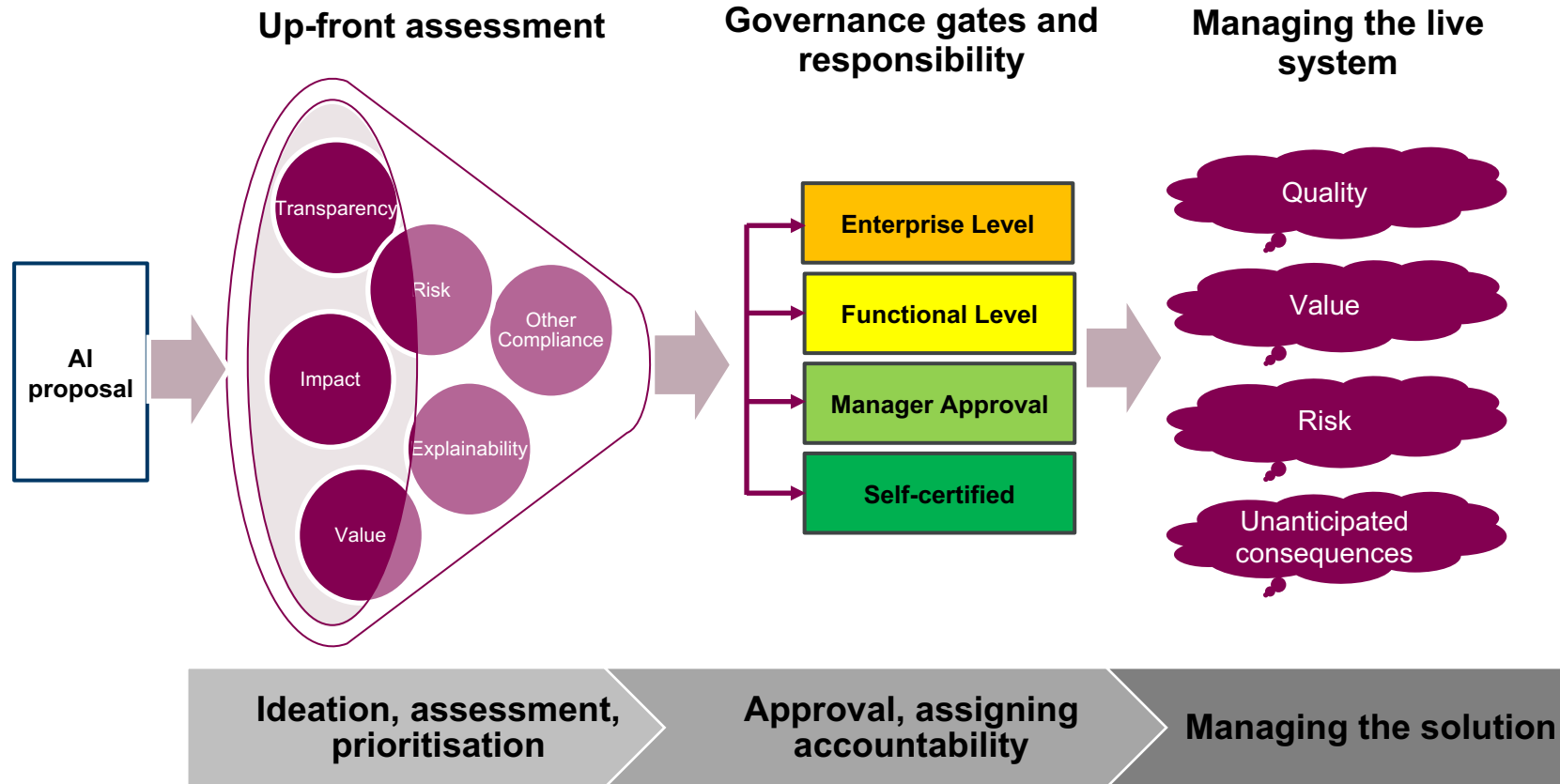


When can Ethics principles & governance can bring benefits?

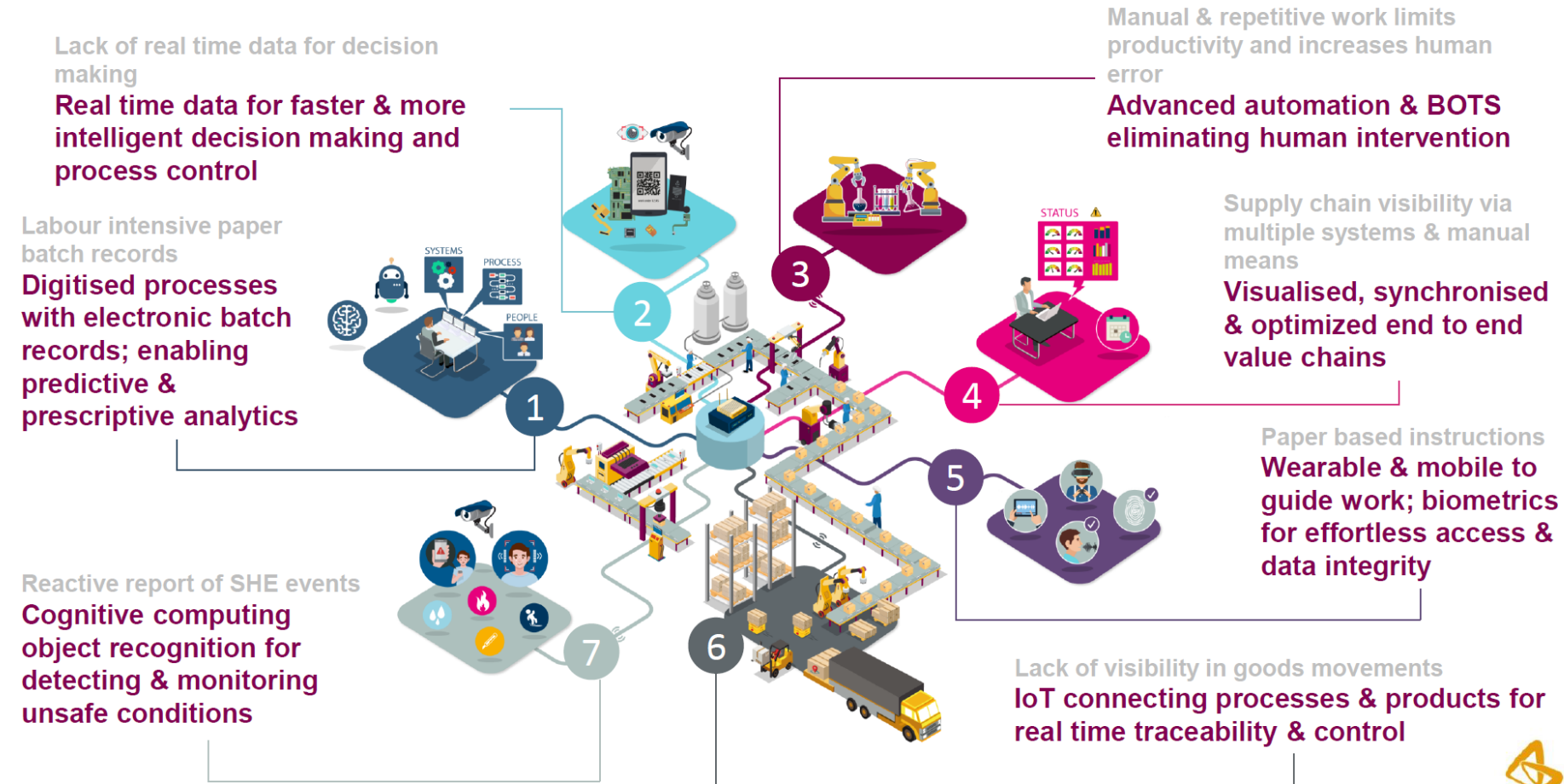
Touchpoints across the AI life cycle



Principles and Governance



How we might work in the future



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