

Gen AI in the journey of transformation of MA - heatmap

Capabilities	Use case areas	Text generation	Text to image	Text to video	Text to voice	Simulations	Data analysis (patterns)
1. Scientific and medical knowledge management	• Medical content creation and images						
	• Scientific content generation						
	• Omnichannel content types						
	• Instant development of content into new audio, image, text, and videos						
2. Stakeholder engagement	• Customer engagement and interactive experience						
	• Right content delivery to right SH						
	• Personalization and layman language use						
	• Education material (sales, patient, and physicians)						
	• Gamification and translations						
3. Business insights management	• Market research for product positioning						
	• Clinical outcomes and trial designs						
	• Competitive intelligence						
	• Analytics and insights for trends/patterns and decisions						
4. Evidence generation	• Searching and contextualization						
	• RWD – analyses and interpretation						
	• Medical and scientific literature review						
	• Data and content correlations						
	• Comparisons and anomalies						