

AI-Enabled Commercialization

Building a Scalable Framework for Accelerating Access

Bridging Innovation and Impact through AI and Data-Driven Infrastructure

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Please note that the information and perspectives shared here are based on public data, personal research and opinion only, and do not represent the official views, policies, or strategic direction of the organization.

Why Commercialization Matters

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In a new era of capital intensity and continuous therapeutic breakthroughs in the Life Sciences industry, achieving commercial excellence is the critical success factor for ensuring Return on Investment (ROI) and accelerating patient access to life-saving treatments.

Why Commercialization Matters

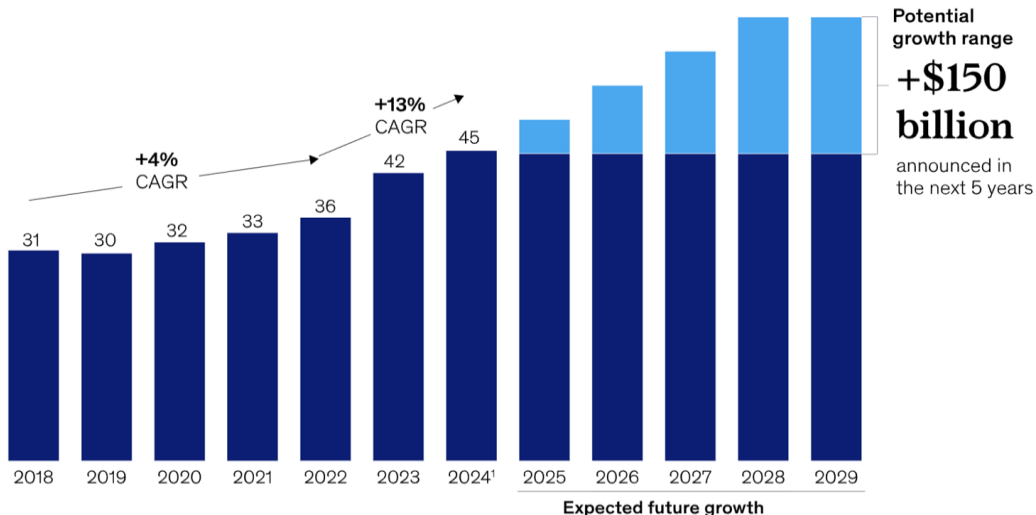
Unprecedented Capital Pressure

Massive Investment Demands Operational Speed and Efficiency. The industry is committing tens of billions to expansion, requiring fast, excellent commercialization to justify this significant capital outlay.

Driven by breakthroughs (mRNA, Cell/Gene Therapies, GLP-1s) and supply chain localization, CapEx grew 13% annually (2022–2024), with \$150B+ in new projects announced by 2030.

The life sciences industry's year-on-year growth trend is anticipated to continue thanks to newly announced capital projects.

Growth in capital expenditures for top 20 pharma companies,¹ \$ billion



¹Includes capital expenditure announcements through 2024.
Source: S&P Global Market Intelligence; McKinsey analysis

Why Commercialization Matters

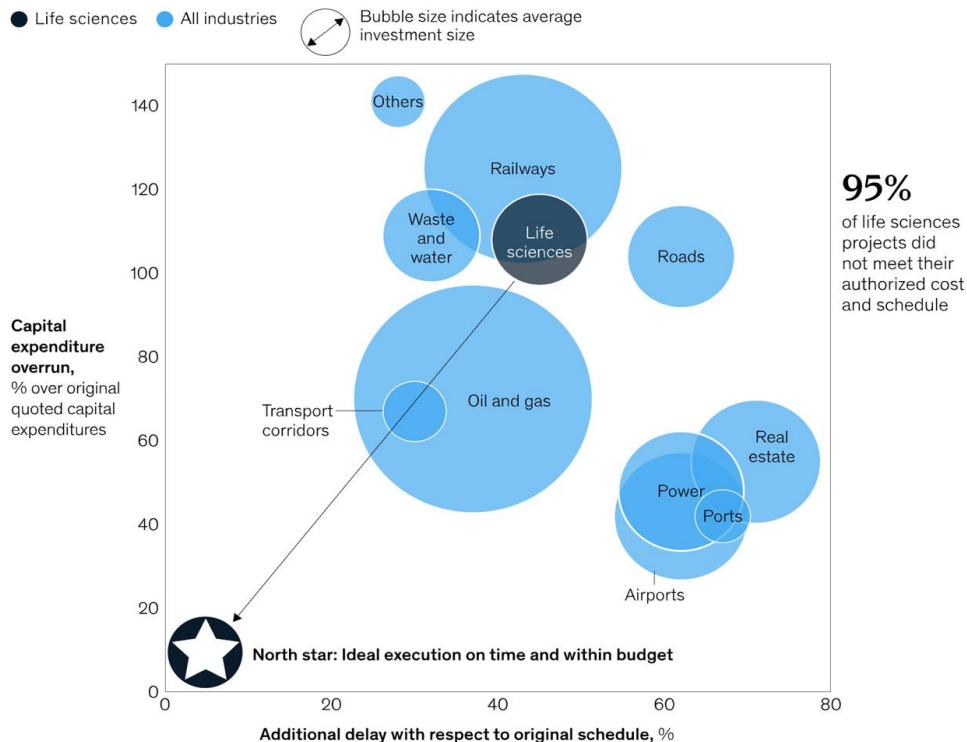
Speed Determines Competitive Edge

"Time" is the New Core Competency: Pursuing Capital Excellence. Leaders must shift from a traditional product-driven approach to a time-based capital strategy.

Shortening project life cycles is essential to rise above the competition and quickly deliver needed medicines and therapies to patients.

The life sciences industry experiences higher percentages of delays or capital expenditure overrun than almost all other industries.

Average delays and overruns for life science projects vs others¹



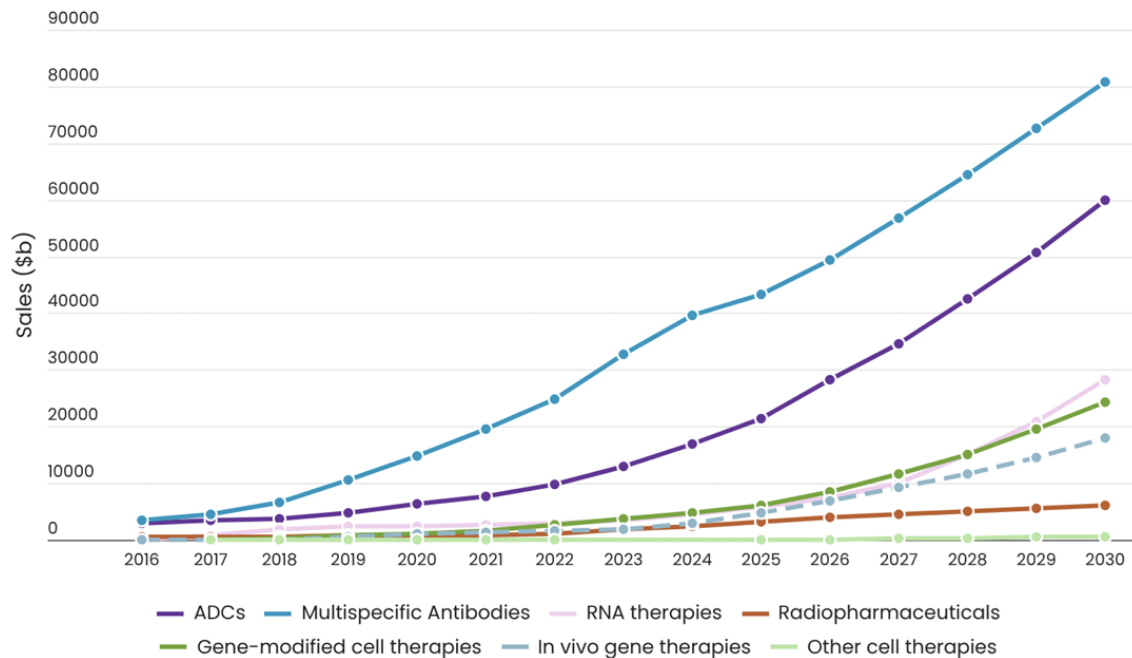
Why Commercialization Matters

Market Resistance & Transformation

Slow Adoption Requires a Marketing Model Shift. Facing sluggish market acceptance and a shifting product mix, companies must fundamentally transform their go-to-market strategies.

New products often take years to scale up and become profitable. The future will be dominated by nano/micro-scale products from biopharma, rendering traditional "blockbuster" marketing models obsolete.

Chart 12: Worldwide Sales by Modality



Source: EvaluatePharma® (May 2025)

GenAI: The Engine for Commercial Excellence

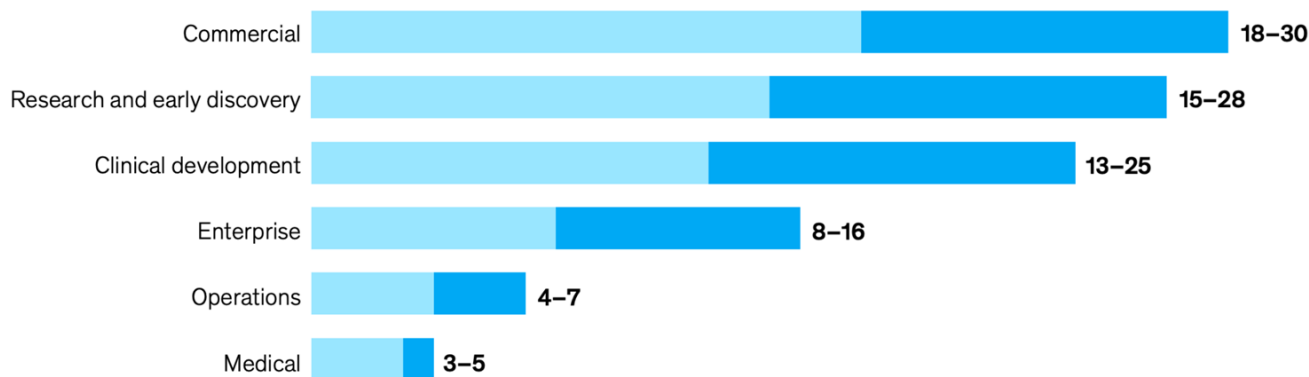
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GenAI is projected to unlock the highest value in the pharmaceutical value chain, directly solving the "speed to market" imperative by accelerating commercial processes.

GenAI: The Engine for Commercial Excellence

Generative AI is expected to produce \$60 billion to \$110 billion in annual value across the pharmaceutical industry value chain.

Expected value annually, \$ billion



Source: McKinsey analysis

The Largest Value Opportunity

Commercial Function Leads Value Creation: Generative AI is expected to produce **\$18 billion to \$30 billion** in annual value for the commercial function—the highest range across the entire pharmaceutical value chain.

This projection underscores that the technology's most significant immediate impact is in how products are marketed, adopted, and sold after approval.

Traditional Engagement Is Failing

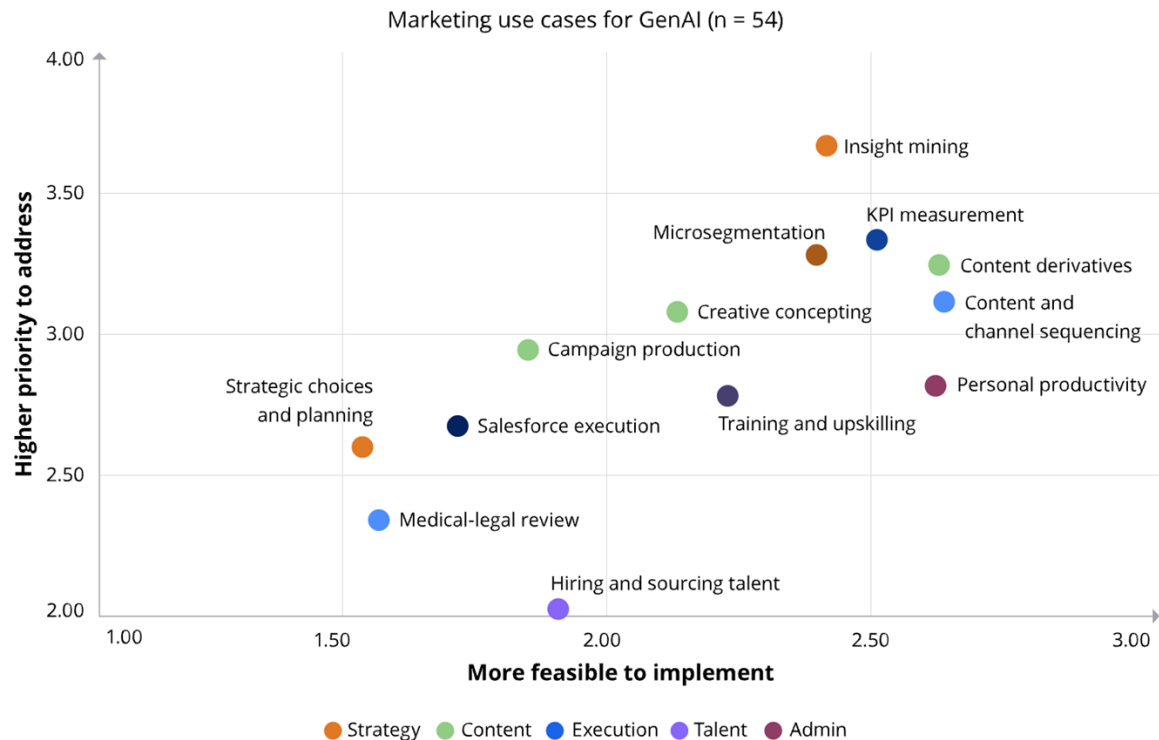
“The Access Problem

More than 60% of physicians maintain extended restrictions on sales rep access. Concurrently, the impact of rep details drops significantly from 20-25% at launch to just 5-10% post-launch.

“The Digital Shift

By 2025, 75% of the clinician workforce will be digital-native millennials. Over 50% of interactions are now remote/hybrid, with physicians demanding on-demand, responsive information.

Prioritizing GenAI: Focusing on High-Impact Use Cases



GenAI is essential for maximizing commercial effectiveness by enabling speed, personalization, and operational efficiency across the value chain.

Based on industry focus and feasibility, commercial organizations are leveraging GenAI in three core areas:

- Strategic Intelligence & Personalization
- Content Velocity & Compliance
- Salesforce Execution & Efficiency

Commercial Pharma and Medtech: Elevating Customer Engagement and Market Success

“The Challenge

Commercial organizations are burdened by rising engagement complexity, evolving policy, cost constraints, and fragmented internal processes (brand planning, field enablement) dependent on manual workflows and legacy systems.

“The Agentic AI Solution

Agentic AI automates time-consuming activities and unlocks new capabilities, including real-time insights, self-service content creation, and automated MLR review. Potential Impact Over Five Years:
4% to 8% Revenue Increase; 5% to 9% Spending Reduction

Agentic AI Delivers Three Core Commercial Transformations

1. Sales Engagement

Agentic AI redefines representative engagement by supporting pre- and post-call activities, automating tasks, and providing personalized coaching.

- **Personalized Planning:** Synthesizes data for pre-call planning and provides personalized coaching feedback.
- **Automated Admin:** Captures interaction insights and automates time-consuming follow-up tasks.
- **Virtual Access:** Extends compliant reach to hard-to-access HCPs and territories via virtual platforms.

Impact: 15-25% Reduction in Rep Burden & Up to 3% Revenue Increase.

Agentic AI Delivers Three Core Commercial Transformations

2. Marketing Velocity

AI revolutionizes marketing workflows by accelerating content creation, streamlining compliance, and unifying performance tracking.

- **Self-Serve Content:** Marketers produce content independently, reducing agency reliance, cost, and timelines.
- **Automated pre-MLR:** AI review systems identify common issues, speeding up cycle times and improving compliance.
- **Unified Insights:** Conversational interfaces provide real-time understanding of brand performance.

Impact: Faster Go-to-Market Execution & Enhanced Responsiveness to Market Changes.

Agentic AI Delivers Three Core Commercial Transformations

3. Strategic Operations

AI automates foundational commercial tasks, freeing teams from manual workflows to focus on high-level strategic execution.

- **Automated Drafting:** First-pass generation of brand plans, contracts, and regulatory summaries.
- **Real-Time Decisions:** AI provides synthesized, real-time insights for executive decision-making.
- **Vendor Optimization:** Reduces reliance on external vendors for manual, repetitive processes.

Impact: Shift Team Focus from Manual Work to High-Value Strategic Execution.

AI-Enabled Commercialization Scalable Framework



The AI-Enabled Commercialization Scalable Framework is the blueprint for moving beyond fragmented pilots, establishing the necessary foundation of strategic alignment, robust governance, and integrated technology to deliver consistent, compliant, and transformative value at enterprise scale.

AI-Enabled Commercialization Scalable Framework

From Pilot to Enterprise Scale with Confidence

Deploy & Orchestrate

Move from pilot to production seamlessly. Deploy AI Agents With Ease and Orchestrate AI Agents at Scale across all commercial functions.

The screenshot displays a web interface titled "New agent tool" with a search icon and a close button. Below the title is a "Name" input field. A list of six AI agent tools is shown, each with a green circular icon and a description:

- Look up a record in a dataset**: Find a record based on conditions on one or several columns. (Icon: Database)
- Search relevant documents in a Knowledge Bank**: Searches a Knowledge Bank for relevant information to respond to queries. (Icon: Document)
- Calls another LLM or Agent**: Sends a request to a LLM or Agent registered in the LLM Mesh. (Icon: AI)
- Append a record to a dataset**: Writes a record to a Dataiku dataset. (Icon: Database)
- Sends a mail or message**: Sends a message through a Dataiku Messaging Channel (email, Slack, Teams, ...). (Icon: Mail)
- Search The Web**. (Icon: Web)

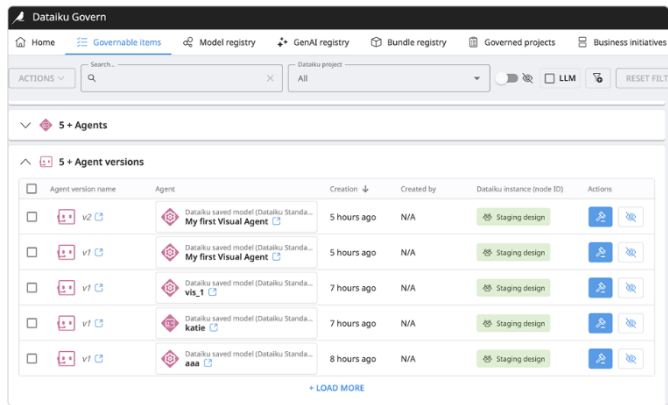
At the bottom of the interface are two buttons: "CANCEL" and "CREATE".

AI-Enabled Commercialization Scalable Framework From Pilot to Enterprise Scale with Confidence

Govern & Comply

Embed safety from the start.

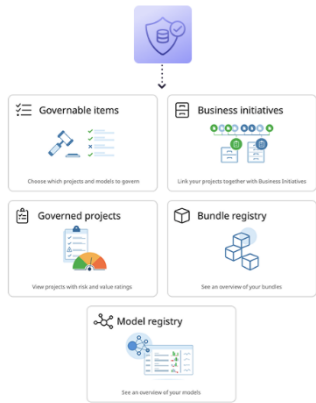
Unleash Agents With the Right
Guardrails & Governance to ensure
all interactions are compliant and
responsible.



The screenshot shows the 'Dataiku Govern' web interface. The top navigation bar includes links for Home, Governable items, Model registry, GenAI registry, Bundle registry, Governed projects, and Business initiatives. Below the navigation bar is a search bar and a filter dropdown set to 'All'. The main content area is titled '5 + Agents' and shows a table of '5 + Agent versions'. The table has columns for Agent version name, Agent, Creation, Created by, Dataiku instance (model ID), and Actions. The table lists five versions of agents, all created 5 to 8 hours ago, with a 'Staging design' status. A '+ LOAD MORE' link is at the bottom of the table.

<input type="checkbox"/>	Agent version name	Agent	Creation	Created by	Dataiku instance (model ID)	Actions
<input type="checkbox"/>	v2	Dataiku saved model (Dataiku Stand... My first Visual Agent	5 hours ago	N/A	Staging design	View Edit
<input type="checkbox"/>	v1	Dataiku saved model (Dataiku Stand... My first Visual Agent	5 hours ago	N/A	Staging design	View Edit
<input type="checkbox"/>	v1	Dataiku saved model (Dataiku Stand... vis_1	7 hours ago	N/A	Staging design	View Edit
<input type="checkbox"/>	v1	Dataiku saved model (Dataiku Stand... katie	7 hours ago	N/A	Staging design	View Edit
<input type="checkbox"/>	v1	Dataiku saved model (Dataiku Stand... aaa	8 hours ago	N/A	Staging design	View Edit

+ LOAD MORE



AI-Enabled Commercialization Scalable Framework From Pilot to Enterprise Scale with Confidence

Troubleshoot & Manage

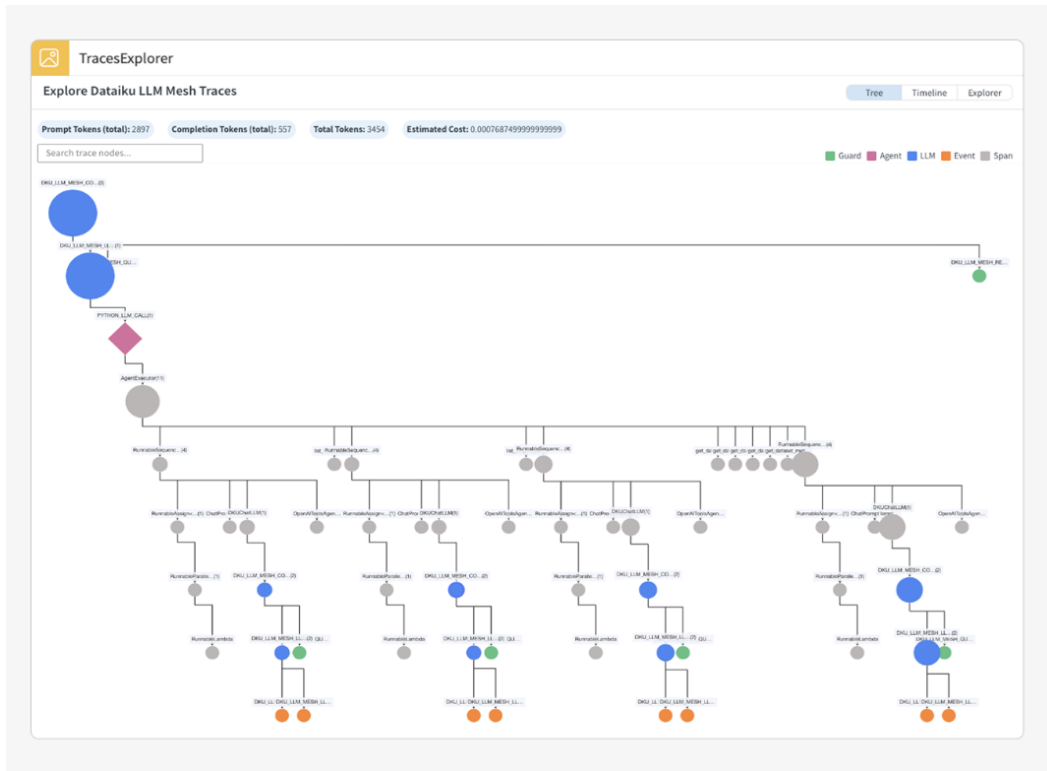
Maintain performance and trust.

Troubleshoot AI Agents With

Confidence using built-in

monitoring, observability, and

logging.



Concerns with AI-Enabled Framework

The introduction of agentic AI requires organizations to update their risk taxonomies.

AI risks by enterprise risk category, illustrative (not exhaustive)

Financial	Operational	People	Regulatory	Reputational	Strategic
<ul style="list-style-type: none">● AI cost overrun● Algorithmic financial exposure● Synthetic fraud and transaction risk	<ul style="list-style-type: none">● Data corruption/model poisoning● System drift/misbehavior● Systemic dependency/lack of fallback	<ul style="list-style-type: none">● Accountability ambiguity/loss of human oversight● Deskilling● Skill gaps● Stress and resistance● Workforce displacement	<ul style="list-style-type: none">● Bias/discrimination● Lack of transparency/explainability● Noncompliance● Unauthorized data use or disclosure	<ul style="list-style-type: none">● Controversial or misled AI decisions● Stakeholder distrust● Perceived ethical violations	<ul style="list-style-type: none">● Opaque decision influence● Overreliance● Strategic misalignment

Acceleration
because of
agentic AI

- **Chained vulnerabilities:** Strategies built on fragile multiagent architectures
- **Cross-agent task escalation:** Agents expand decision scope or delegate tasks beyond intent
- **Data corruption propagation:** Impact of low data quality is amplified by decision chains across agents
- **Synthetic identity risk:** Use of agents to simulate identities, generate fraud, or manipulate transactions
- **Untraceable data leakage:** Exchange of data between agents without oversight obscures data leaks

● Gen AI risks not linked to novel agentic AI risk types

In essence, the lack of control over autonomous AI agents ensures a long-term demand for professionals who can build **trust, visibility, and robust control** into these complex, high-stakes systems.

Q&A?

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Let's shaping the future together.

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