

Why **AI chatbots** will *definitely* replace the pharmaceutical insights agency

We all know that the AI revolution is coming, but the implications on the work of pharmaceutical market research and brand strategy consulting businesses are still unclear.

In a recent webinar, titled 'Why AI chatbots will *definitely* replace the pharmaceutical insights agency', Branding Science's Nick Ross (Senior Director, Client Services) and Gabe Musker (Data Scientist) built a pitch for a purely AI insights agency (brAInsight) to compete in tomorrow's market, without a discussion guide insight.

As they built out their pitch, they talked through why there is absolutely no cause for concern for clients when using an AI-only agency, and how, even though it seems too good to be true, nothing could possibly go wrong!

So, what better way to mark this imminent revolution than by letting an AI watch the webinar and share its thoughts?

Here's what it had to say...

In the webinar, presenters Nick Ross and Gabe Musker from Branding Science reflected on the potential impacts and challenges of AI chatbots in market research within the pharmaceutical industry.

They began by considering the idea of AI completely overtaking human tasks in market research. The concept was embodied in a hypothetical AI insights agency they named brAInsight, where AI was to handle processes comprehensively from material creation to reporting, with the goal of delivering faster and more cost-effective insights.

However, the dialogue soon revealed several significant challenges to the notion of a fully AI-driven agency. Among these challenges, data quality stood out as a primary concern. The presenters underscored the necessity for rich, current, and representative datasets for training AI models, a requirement that could be both costly and difficult to sustain.

They delved into the need for ongoing human involvement, especially in the retraining of AI systems to keep them relevant in the face of evolving market contexts and real-world changes. It was noted that despite improvements in AI tool capabilities, there remained an inherent propensity for bias due to the nature of the training data.

Trust in AI, with respect to its judgment, data handling, and potential biases, was a prevailing topic of discussion. Ross and Musker argued that AI's role should be supplementary, enhancing rather than supplanting the nuanced discernment and inventiveness inherent to human experts.

Another concern raised was the development of professional expertise amidst an automated landscape. The speakers considered how newcomers to the industry might acquire necessary experience if machines were to conduct most analytical tasks, underscoring the importance of a symbiotic relationship between AI tools and human analysts.

As they wrapped up the webinar with a Q&A session, it became clear that practical issues, such as client engagement with data sets and navigating legal complexities, would present substantial hurdles. The concluding message was that while AI presents intriguing opportunities for market research, the vision of an agency operating solely on AI was seen as overly ambitious. The conversation ultimately recognised the enduring need for human expertise alongside AI in the pharmaceutical sector, suggesting that a purist AI approach to market research is not yet feasible.

But there's no need to take the AI's word for it, you can watch the webinar in full and make up your own mind here:

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