



SURVEY REPORT • 25 RESPONDENTS • US & UK

# AI in Healthcare Market Intelligence

How AI Is Reshaping Workflows, Roles & Strategy Across the Pharma & Healthcare Sector

64% Very Significant

76% Use NLP / ML

68% Forecast Impact

# How Significantly Is AI Changing Market Intelligence?



**64%**

## Very Significant

AI seen as transformational,  
not incremental

**28%**

## Moderately Significant

Improving workflows  
and efficiency

**8%**

## Minimal Impact

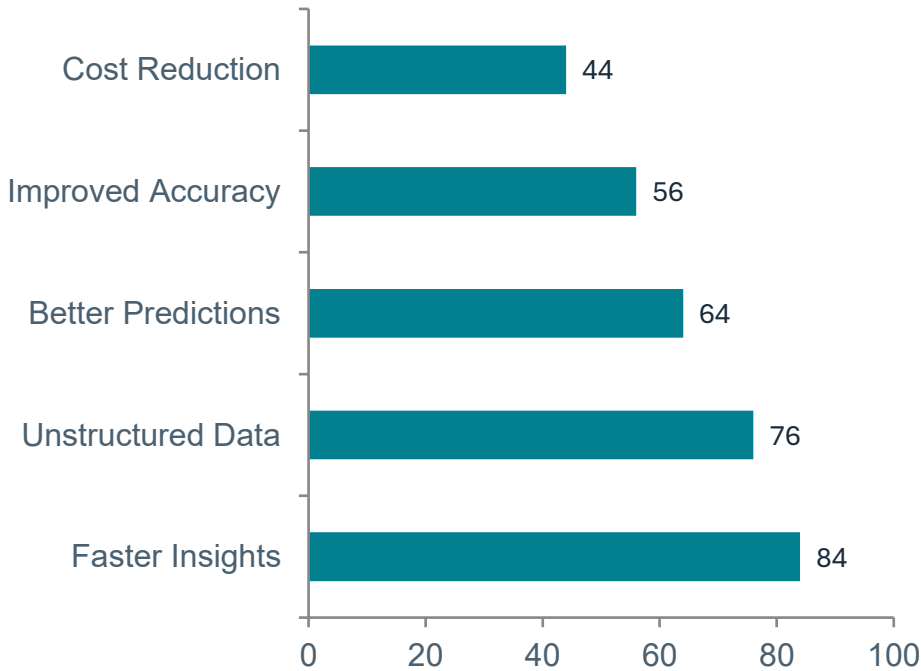
Limited effect on  
current processes

*92% of respondents agree AI is reshaping healthcare MI — either significantly or moderately*

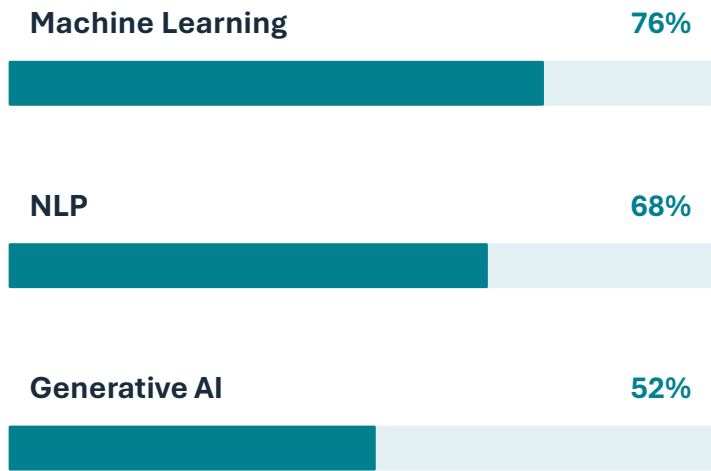
# Primary Benefits & Technology Adoption



## Top Benefits of AI in MI

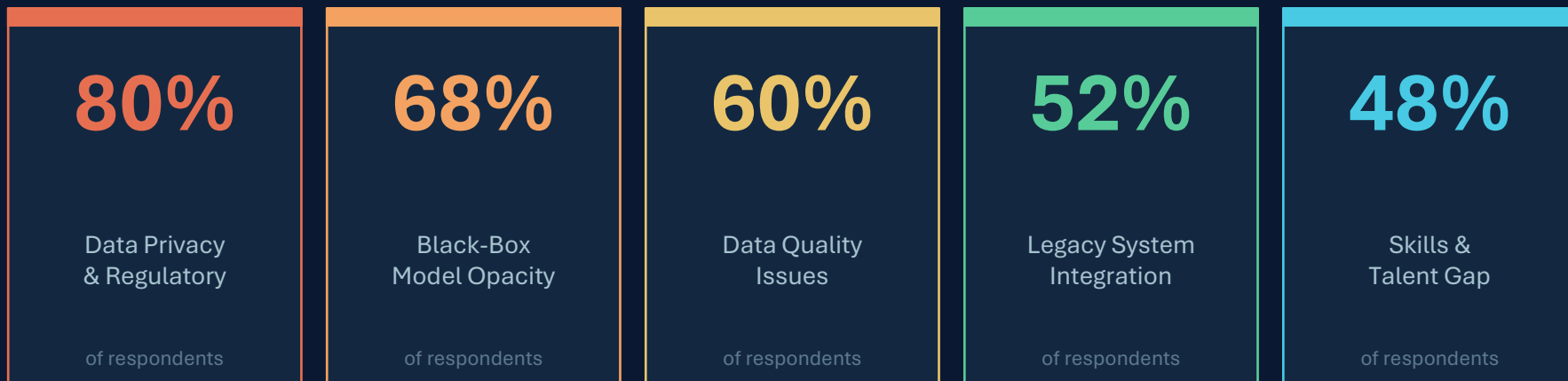


## AI Technologies in Use



76% enterprise or dept-level AI adoption  
Only 4% report zero adoption

# Key Challenges & Trust in AI-Generated Insights



## AI Reliability vs. Traditional Methods



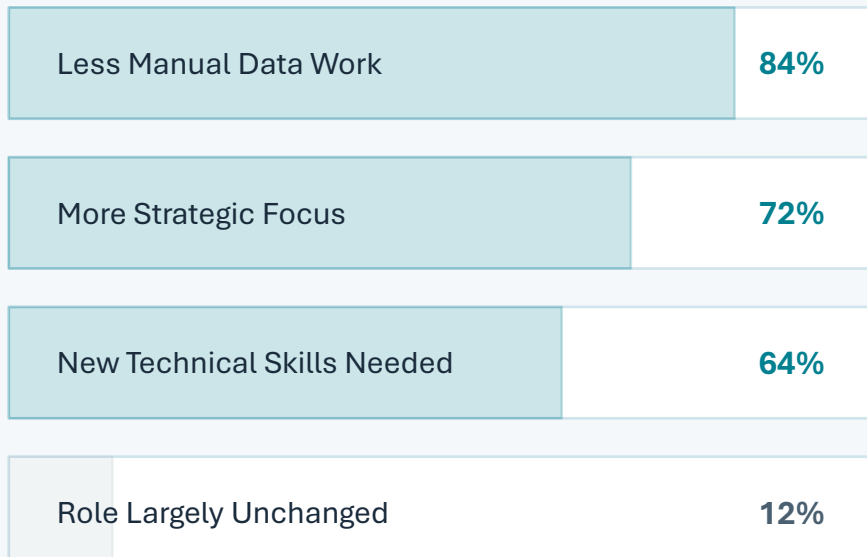
### Trust Gap Remains

76% view AI as a complement — not a replacement — for human validation. Compliance concerns (HIPAA/GDPR) are the top barrier to full adoption.

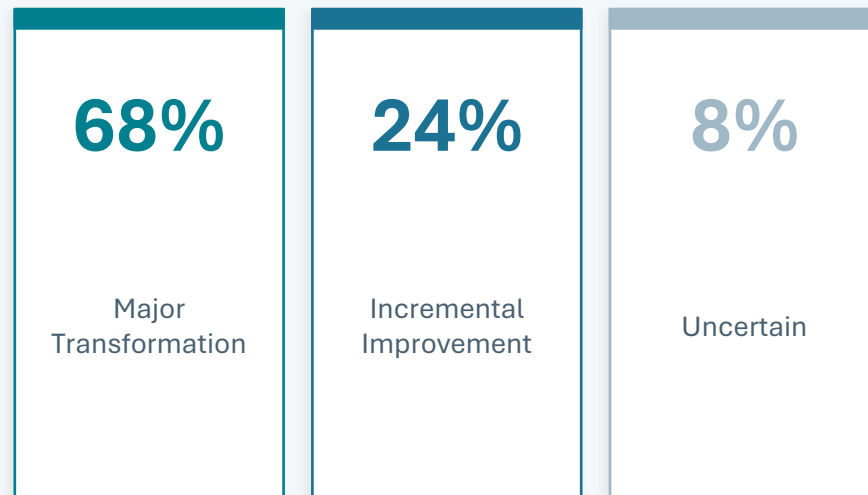
# Shifting Roles & Future Outlook



## How AI Is Changing MI Professionals



## 3–5 Year Outlook



**Skills in Demand:** Healthcare Domain Expertise • Advanced Analytics • AI/Data Literacy • Strategic Interpretation

# Key Takeaways

01

## Automation → Augmentation

AI reduces manual effort but elevates human roles toward strategy and interpretation.

02

## Data Explosion Handled

The core value is managing volume, velocity, and variety of healthcare data at scale.

03

## Trust Gap Persists

Explainability and regulatory compliance remain key barriers to full AI reliance.

04

## Competitive Differentiator

Organizations adopting AI effectively gain a measurable edge in market strategy.

05

## Hybrid Skills in Demand

The future MI professional blends domain knowledge, analytics, and AI fluency.



# Thank You

Do you have any questions?

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