James Turnbull

The AI for Medical Affairs Course

" *I had little previous experience with AI and was able to learn a lot of new and useful things for my day-to-day work on the course. The possibilities of AI were critically analysed, and the limitations presented. James was a great instructor and brought all the participants together very well. The course is definitely highly recommended as an introduction."*

Sebastian Oberbeck, Medical Science Liaison - **Novocure** (Germany)

CELforPharma
NEVER STOP LEARNING

The AI for Medical Affairs Course

LEARN

> Understanding AI in a broader pharma context: Terminology, applications, and challenges.
> How to effectively use Generative AI for day-to-day tasks, medical slide deck creation, medico-marketing materials, and more.
> Learning from hands-on exercises and real-life use cases in Medical Affairs.
> Using a planning framework for assessing, prioritising, and prototyping AI projects.
> Addressing ethical, privacy, and regulatory considerations for AI use in pharma.
> Emerging AI technologies and future applications that will affect Medical Affairs.

The Expert
James Turnbull

- James Turnbull is the Founder of the omnichannel-native medcomms agency Camino. Equipped with a computer science degree, he pioneered the application of artificial intelligence (AI) to Medical Affairs.

- He has spoken on the use of AI at conferences from ISMPP, MAPS, and PING, and has frequently shared case studies and examples from his own experiences at the cutting edge of AI's application to pharma challenges.

- Throughout his more than fifteen years in leadership roles, James has helped healthcare brands grow and thrive through innovative solutions, earning many industry awards.

Dates & Locations

21-22 October 2025 *(Brussels)*
2-3 December 2025 *(Brussels)*

Visit **www.celforpharma.com** for registration fees and updates.

What Participants Say About This Course

" *The AI for Medical Affairs Course exceeded my expectations. The trainers very well bridged theory and practice, making complex AI concepts accessible and relevant to our field. This course has equipped me with the knowledge to start experimenting myself with AI solutions in my work, potentially making my day-to-day work more efficient.*"

Daiichi Sankyo
Sarah Tavernier
In-field Medical Advisor Hematology
Belgium (September 2024)

" *This course offered high-quality content and valuable insights on how we can better leverage AI to make our daily work more efficient. It featured a great mix of talented trainers and participants from diverse geographic and company backgrounds. Collaborating on streamlining processes that are both universal and unique to Medical Affairs added significant value to the course's outcomes.*"

Zambon
Valeria Gradinati
Jr. Medical Advisor Respiratory
Italy (October 2024)

" *The AI for Medical Affairs Course has hands-on and interactive parts, gives tangible examples, and has a good understanding of the needs in Medical Affairs!*"

Novocure
Regina Zanzinger
Senior Manager Medical Communication & Education
Germany (October 2024)

Agenda

DAY 1

FOUNDATIONS AND PRACTICAL APPLICATIONS OF GENERATIVE AI IN MEDICAL AFFAIRS

10:00 **Welcome & General Introduction**

10:30 **Understanding Artificial Intelligence (AI) - Overview of Applications in Pharma**
- Defining the world of AI: Machine Learning, Neural Networks, Generative AI (GenAI) and Large Language Models (LLMs)
- Overview of how AI has been used in pharma to date (e.g., in R&D)
- Classification of GenAI applications: personal use – developmental projects – enterprise solutions
- Explaining the current world of LLMs, their chatbots, and how you can use them as a "calculator for words"

11:30 **Using ChatGPT, Copilot, etc. for Day-to-day Tasks**
- Practical examples of using GenAI chatbots in day-to-day tasks
- Tips & tricks for optimal performance, such as:
  - Creating and clearing the context window
  - How to prompt for effective results
- Discussion: Sharing experiences and tips for maximising GenAI benefits

12:30 **Lunch Break**

13:15 **Workshop: Medical Slide Deck Creation**
Participants will explore how language GenAI tools, such as GPT, Claude, and Copilot, can assist in generating a medical slide deck. Working in small groups, you will:
- *Experiment with AI to tackle specific steps, such as summarising clinical data, creating slide titles, and drafting key messages.*
- *Discuss and evaluate which steps the AI supports most effectively.*
- *Share observations on optimising AI outputs for accuracy and relevance.*

By the end of the session, participants will better understand how GenAI can streamline slide creation while maintaining medical communication standards.

14:00 **Ethical Guidelines and Challenges in Pharma**
- Ethical guidelines for GenAI usage in pharma companies
- Addressing challenges: Bias, data privacy and model updates

14:45 **Workshop: Applying Ethical Principles to Generative AI Use Cases**
Participants will work in small groups to tackle ethical challenges in generative AI through interactive, quiz-like scenarios. Each group will receive case studies or hypothetical situations (e.g., bias in AI outputs, potential data privacy breaches) and will:
- *Identify key ethical risks by answering multiple-choice and open-ended questions.*
- *Propose solutions for mitigating these risks.*
- *Discuss how their recommendations align with their own company's rules and policies, sharing insights with the group.*

The session will conclude with a plenary discussion to highlight common themes and best practices. Templates will be provided to guide group discussions and capture insights.

15:45 **Learning From a Recent Case Study: Mining Public Data for Insight Generation**
- Detailed walkthrough of a recent Medical Affairs project that used AI
- Challenges faced and solutions implemented
- Outcomes and lessons learned
- Q&A session

16:30 **Planning Guidelines for Using GenAI in Medical Affairs**
- Key success factors: Data quality and strategic alignment
- Developing a strategic roadmap for AI implementation
- Criteria for prioritising projects

For team training or in-house training, contact Inge Cornelis (inge.cornelis@celforpharma.com).

Agenda

17:00 **Workshop: Assessing and Prioritising Medical Affairs AI Projects Based on Efficiency, Value, and Innovation**
Participants will use a planning framework, which evaluates AI projects based on their ability to deliver efficiency, value, and innovation. Working in small groups, they will:
• Identify a potential use case for GenAI in their organisation (e.g., automating content creation, improving HCP engagement).
• Assess the project idea using the framework to determine whether it meets the criteria for a good AI project.
• Use GenAI tools (e.g., GPT or Claude) to test and refine ideas, generating brainstorming outputs or exploring alternative approaches.

By the end of the session, participants will have a prioritised use case and initial ideas for how AI could be applied, setting the stage for more detailed planning in Part 2.

17:30 **Close of Day 1**

DAY 2

STRATEGY, PROJECTS, AND FUTURE TRENDS

09:00 **Recap and Reflections from Day 1**

09:15 **Image, Video, and Audio Generation for Medico-Marketing**
• Introduction to AI image, video, and audio generation
• Practical use cases for pharma brands
• Example of using image analysis and generation for a pharma brand

10:15 **Workshop: Refining and Prototyping of Medical Affairs AI Projects Using Multi-modal AI Tools**
Participants will use a structured planning framework to refine and develop GenAI project ideas that deliver efficiency, value, and innovation. In small groups, they will:
• Refine project concepts: Build on ideas from Day 1, considering key factors such as stakeholder needs, business impact, and alignment with strategic goals.
• Prototype outputs: Use multi-modal AI tools (e.g., MidJourney for images, Runway for video, ElevenLabs for voice synthesis) to create prototypes that illustrate their project concepts.
• Prepare and deliver presentations: Each group will present their refined project plans and prototypes to the wider group, showcasing:
  - The problem their project addresses.
  - How GenAI will deliver a solution.
  - A demonstration of their prototypes, created with AI.

12:30 **Lunch Break**

13:15 **Future Trends for AI in Medical Affairs**
• What's coming up in AI: Emerging technologies and trends
• The future of AI coaching and its applications in Medical Affairs
• Exploring the potential of multi-modal and other developments in GenAI

13:45 **Workshop: Automating Tasks with GPT-Generated Code**
Participants will:
• Learn how GPT can generate Python scripts for routine tasks like parsing CSV files or summarising data.
• Run GPT-generated scripts in Google Colab, experimenting with outputs.
• Edit the code to customise results and discuss practical applications in their day-to-day roles.

15:30 **Final Q&A and Closing Remarks**

16:00 **End of Course**

For team training or in-house training, contact Inge Cornelis (inge.cornelis@celforpharma.com).

Registration Form

QUESTIONS?

Annelies Swaan
aswaan@celforpharma.com

Complete the below form and email to aswaan@celforpharma.com
or go to www.celforpharma.com and complete the online registration form.

Course(s)

Course Title ....

Course Date(s) ....

Registration Fee

Visit our website www.celforpharma.com for information about the early bird fee and full fee, group discounts, etc.

Participant Details

Title ....

First Name ....

Last Name ....

Job Title ....

Email ....

Mobile Number ....

Country of Work ....

Company Details

Company Name ....

VAT Number ....

Invoicing Address:

Street Address ....

City/Province ....

Postcode ....

Country ....

Payment

Payment Method ☐ Bank Transfer (+3%) ☐ Credit Card

PO Number (optional) ....

Confirm Registration

In order to complete the registration, please tick the following box(es):

☐ I, the participant(s), have read and accept CELforPharma's
Transfer & Cancellation Policy (www.celforpharma.com/transfer-cancellation-policy)
and Privacy Policy (www.celforpharma.com/we-value-your-privacy)

☐ I accept that CELforPharma regularly sends me information by email on topics discussed within their website
(www.celforpharma.com) and relevant to my function, under the condition that I can unsubscribe at any time.
I accept that relevant personal details are stored in a database for that purpose, as per CELforPharma's
Privacy Policy (www.celforpharma.com/we-value-your-privacy), of which I accept the terms.