BUSINESS BRIEF

Demystifying Artificial Intelligence and Intelligent Automation to Drive ROI in Life Sciences

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Have you ever wondered how Netflix is so good at recommending shows you will like, or how Alexa can understand the meaning of a question even if you phrase it incorrectly? What about how the recommendations you see on LinkedIn Learning seem so relevant that only a good friend of yours would know you'd be interested in them?

These are all examples of Artificial Intelligence (AI) and Intelligent Automation (IA) at work in platforms most of us use every day.

AI, a computer system that thinks like a human and IA, a computer system that acts like a human, together can simulate human reasoning and behavior to make our experiences more relevant and personalized on the front end, and more efficient on the back end.

Thinking beyond the value of such innovation in our personal lives, how could they be applied in our work to drive value for our business?

Artificial Intelligence (AI) – a computer system that thinks like a human

Intelligent Automation (IA) – a computer system that acts like a human

In Learning & Development (L&D) in Life Sciences, you have "creators" and "consumers." The creators are those generating training content and developing learning programs for new-hire onboarding, product launches, and skills training, just to name a few. The consumers are the learners – the pharma or med device field teams –who need to get educated, upskilled, and comfortable with information and competencies that are critical to their success, and ultimately, the success of the company.

Traditionally, training programs in Life Sciences have been built for the "lowest common denominator" learner and delivered en masse to everyone who needs it. Not only is this way of training ineffective, it's also outdated. As Netflix, Google, and LinkedIn have showed us over the past 15 years, there is a better way.

Three AI- and IA-driven approaches we can apply to L&D in Life Sciences to increase learner engagement and knowledge retention, leading to higher productivity, are:

- PREDICTIVE CONTENT CREATION: Produce content you know your learners will love
- RECOMMENDATION ENGINE: Suggest content to each learner that is relevant and timely
- ADVANCED SEARCH: Give learners exactly what they want, when they need it, wherever they are

PREDICTIVE CONTENT CREATION

Because it is time consuming and expensive to create generic content for any audience, Netflix decided to apply AI to analyze user data to understand what kind of content people want and, therefore, are more likely to consume, so they could focus on developing that type of content. Using this informed approach to content creation, 93% of Netflix programs are successful, versus network TV programs, which are successful only 35% of the time.[1]

Leveraging this approach, pharma companies are starting to track what content is most popular with their top-performing reps so they can create similar content and push that content to their lower performing reps, to help them become top performers.

The result is higher learner engagement and better performance. Looking to the future, imagine a world in which recommendations were so good that employees couldn't wait to get the next suggested learning track.

RECOMMENDATION ENGINE

In 2015, LinkedIn made a massive investment and a strategic consolidation play to strengthen their position as a professional hiring platform – they spent $1.5 billion (nearly 2x their annual revenue at the time) to purchase Lynda.com, an online learning platform.[3] In the five years following the Lynda.com acquisition, LinkedIn annual revenue grew from $800 million to $11.5 billion.

80%

of the shows consumed on Netflix are suggested[2]

What LinkedIn realized was that to make highly accurate job recommendations to users, they needed to understand their members skills and interests clearly and accurately.

With Lynda.com, LinkedIn could track members' learning interests, courses completed, and the resulting licenses and certifications earned.

With this data, their AI engines could very successfully match individuals to relevant open job positions, resulting in LinkedIn becoming the number one platform for professional hiring.

So, what can we learn from this and apply to Life Sciences L&D? The more you know about your learners, the better you can help them succeed. If data about your field reps is spread across multiple systems and departments, you do not have a complete picture of you learner, and you won't have the actionable insights to help them grow. Gather information so you have a comprehensive view of learners' skills and competency gaps, so you can recommend specific and personalized learning journeys that will be more interesting to them and will make them stronger in their jobs.

ADVANCED SEARCH

Just a few years ago, a Google search would yield a near-infinite list of links to pages, which required further searching and scanning to get the information you wanted. Now, with Google answer cards, a succinct and easy-to-digest answer is provided. These answers are often so accurate and complete that you don't need to click the link because you got what you wanted. This is all due to sophisticated AI and IA at work.

The notion of answer cards, paired with the ease and convenience of voice assistants like Alexa and Siri, have massive potential for L&D teams with regard to pull-through. Pharma and Med Device field teams are always on the go, so when they need information "in the flow of work," they need it quickly, easily, and from their phones or tablets. And most likely, they are also driving to their next meeting with an HCP, so voice interaction is key.

With modern learning platforms like ACTO, field reps have hands-free learning and access to accurate clinical data in seconds.

1 Billion

questions are typed into Google Search everyday [4] [5]

Demystifying Artifical Intelligence and Intelligent Automation to Drive ROI in Life Sciences

It is a fascinating time to be alive – technology innovation is happening at such a rapid pace that just when you think you knew the best way to do something, a better method emerges.

In Life Sciences right now, AI and IA are enabling L&D teams to make field training more relevant and personalized for their learners, which increases engagement and retention, while positively impacting performance. Additionally, modern learning platforms equip field reps to easily access information when then need it in the flow of their workday, which supports a culture of continuous learning.

To uplevel your training program today, explore how the use of predictive content creation, recommendation engines, and advanced search can propel your business into a modern learning environment.

ABOUT ACTO

ACTO, the #1 learning platform for Life Sciences, helps educate and engage learners through unified touch points and journeys, which reduces risk, improves efficiency, and boosts effectiveness. With ACTO, commercial and clinical leaders can draw deep, powerful insights to improve performance by consolidating learning into an omnichannel experience.

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