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Three types of artificial intelligence (AI) to impact clinical research in the next 3 years

Current ways of pharmaceutical Research & Development (R&D) generate poor R&D and no longer sustainable. Artificial Intelligence (AI) is already here to Increase the speed & quality of innovation in clinical R&D. The future of successful clinical R&D of novel therapeutic agents is dependent on the efficient use of smart modern technologies and data centric development approach. The use of modern technologies, such as cloud platform and wearables will allow acquire large quantities of data, often real-time and real-life; Smart ways of using data through deep learning, big data, machine learning approaches for patient phenotyping, patient selection, trial recruitment optimization and new drug efficacy assessment will enable the life sciences industry to increase the speed and quality of innovation, while reducing costs of development. Thus, making AI and Machine Learning (ML) methodologies a major source of competitive advantage. Today is the right time for efficient collaborations between the bio-pharma industry, technology companies, academic researchers, physicians and patients. A deeper convergence between key stakeholders and advanced technologies will facilitate the discovery and development of powerful therapies, devices and advanced diagnostics to benefit patients.

Biography

A mathematician with over 10 years expertise in actively managing innovation in life science companies, Olga Kubassova, PhD, is a healthcare innovator and biotech investor with passion for improving people's health. She has co-authored over 60 publications, books and book chapters, has become a scientific adviser to the UK government and EU funding bodies. She is a founder and CEO of IAG, Image Analysis Group, the imaging clinical research organization working with top bio-pharma companies to maximize their chances of bringing novel therapeutic agents to the market. She is a four-time winner of national and international "Entrepreneur of the Year" awards. Olga's ambition is to bring truly disruptive technologies, artificial intelligence and best of machine learning to clinical practice and research, while expanding IAG's footprint and partnerships.

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