

First Quarterly Edition | Data & AI's impact in Healthcare | Whitepaper: Reinventing Pharma & Healthcare professionals engagement with Agentic AI | Automate medical coding | MMM in Pharmaceuticals

Dear readers,

Welcome to the first edition of Artefact's Healthcare quarterly newsletter. Four times a year, we will share thought leadership articles, case studies, and a curated selection of insights from across the healthcare and pharmaceutical sectors, featuring practical learnings and real-world experiences from the field.

Healthcare companies face margin pressures, rising R&D costs, and growing complexity, while struggling to attract and retain talent amid significant regulatory uncertainty. In pharma, this is compounded by the imminent expiry of patents for many blockbuster drugs. To address these challenges, AI agents could free up 25–40% of employee workload in healthcare companies.

In this issue, we spotlight concrete, real-world use cases showing how AI can accelerate new treatment development, reduce drug shortages, and broaden access to care.

Looking ahead, mark your calendars for Adopt AI 2025, Artefact's flagship summit, on November 24–26 at the Grand Palais in Paris with a dedicated Health track. We look forward to discussing the future of healthcare together.

Warm regards,
Paul de Balincourt
Partner Healthcare Artefact

Overview of Data & AI's impact in Healthcare with Justine Nerce, CEO Artefact France and Global Healthcare Lead.



In her interview, Justine Nerce shared how Data & AI:

- **Accelerate and enhance R&D**, from the pre-selection of the molecules with the higher chance to produce safe & efficient drugs, the identification of the right patients for the right clinical trials (even for rare disease) and the generation of all the documentation required to run those clinical trials and bring this new drug on the market.
- Help reduce drug shortages by providing complete visibility on stock levels, forecasting demand ahead, and securing production through predictive maintenance.
- Democratize access to care by identifying underserved areas, supporting each local healthcare professional (HCP) in a personalized way.

Read the Article | Watch the Interview

Reinventing Pharma & Healthcare professionals (HCP) engagement with Agentic AI.



Agentic AI is emerging as a true game-changer, transforming how pharma companies engage with healthcare professionals through more personalized and efficient interactions:

- The **Journey Intelligence Agent** tracks each HCP's engagement stage and detects signs of disengagement, while the **Persona Agent** anticipates needs and opportunities by crossing data with patterns of similar HCP's.
- The **Engagement Agent** detects the right time, the optimal channel and the right topic for engagement, backed by the latest scientific evidence from the **Medical Agent**.
- Finally, the **Multimodal Generation Agent** creates personalized content aligned with the right message, tone, and channel.

Read the Article

Automate medical coding while reducing errors, thanks to Agentic AI.



Healthcare providers are facing an increasing administrative workload, including the coding of medical acts. This process requires matching each act of care with its corresponding legal code,

based on the patient's care journey. In a Belgian hospital, we freed the equivalent of 10+ FTEs from this administrative burden through synchronized AI agents.
This enabled the hospital to re-allocate more employees to patient care while reducing the number of errors.

Read the Synthesis

Smarter decisions, stronger ROI: Marketing Measurement in Pharmaceuticals.



Pharmaceutical companies face rising pressure to justify promotional budgets, yet regulations and fragmented data hinder accurate measurement. Marketing Mix Modeling (MMM) optimizes ROI across channels, helping HCPs to receive better information and faster access to innovation.

Read the Article

The 8th edition of the AI for Health Summit as part of Adopt AI, Grand Palais, Paris – 25–26 November 2025.





The 8th edition of the AI for Health Summit returns this fall at the Grand Palais, as part of the umbrella Adopt AI international Summit. As Europe's leading event dedicated to AI in life sciences and healthcare, the summit brings together decision-makers, researchers, startups, and industry leaders to drive meaningful innovation.

This year, we're proud to welcome keynote speakers from **leading healthcare organizations**. Together, they will share perspectives on how AI and innovation converge to drive more personalized, efficient, and sustainable models of care.

Following the success of 2024 edition, with over **2,000 attendees, 150 speakers, 200 startups, and 40 exhibitors** on a one-day event at Station F, the 2025 summit will offer even deeper dives into key challenges and opportunities in AI-powered healthcare.

Core topics this year include:

- Future of Health & Agentic AI
- Research & Development

- 4P Medicine
- Augmented Patients, Healthcare Professionals & Workflows
- Health Innovation & Ecosystem
- Data Management & Valorization
- Policy, Governance & Trust in AI

Take a look at the program!

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