

# THE VIEW

Life sciences | July 2021



The use of Artificial Intelligence (AI) and digital technologies in life sciences have increased significantly due to COVID-19 and rising healthcare costs. AI has driven efficiencies across the value chain. In the life sciences R&D space, startup investment in AI is projected to reach USD 25.4B by 2025, at a CAGR of 41.82%.

Our newsletter this month explores the rise of AI and other digital technologies across various fields of life sciences.

## Highlights



### **The startup landscape of AI in life sciences R&D**

AI can reduce drug R&D costs by up to 70%. As a result, H1 2021 saw a record funding of USD 2.5B for AI startups in life sciences R&D. Here is an in-depth analysis of its startup landscape. [>>](#)



### **AI in pharma: Top five applications**

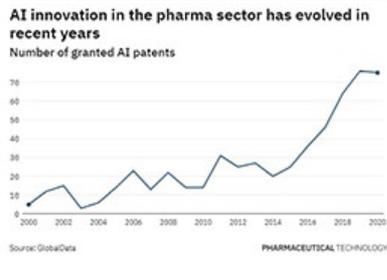
Since the 1950s, the return on pharmaceutical innovation has declined steadily. The use of AI has emerged as a solution, helping drive higher efficiencies by providing data-driven solutions to persistent problems. [>>](#)



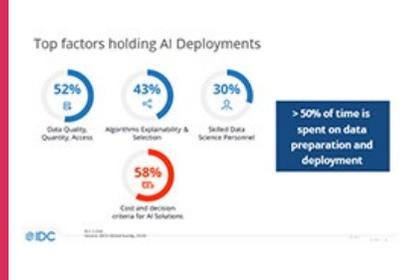
### **Four ways AI is revolutionizing EHR**

A study shows that doctors spend an average of 16 minutes on EHR functions per patient. Check out how healthcare and tech companies are using AI to improve upon these systems and increase productivity. [>>](#)

**Growth and challenges in AI deployments**



An investment boom is underway in pharma AI, according to a study. ([Pharmaceutical Technology](#))



Data quality, quantity, and access are among the biggest challenges to scaling and deploying AI, according to a survey. ([IDC](#))

## Regulatory initiatives



WHO lays down guidelines for the use of AI in healthcare ([WHO](#))

Beyond COVID-19, AI and digital health among the FDA's top priorities ([JD Supra](#))

The US Govt invests USD 80M to create a public health informatics and technology program ([Forbes](#))

## Not to be missed

### **Case study: Epidemiological study and market assessment of formulae for Pediatric CKD**



A food and biotech major sought a complete overview of the patient and treatment landscape of Pediatric Chronic Kidney Disease (CKD) and End-Stage Renal Disease (ERSD) in 9 countries. Explore how they were able to gain valuable insights into their target markets and enhance their strategies. [>>](#)

### **Case study: Market landscape analysis of migraine, pain and Parkinson's disease**



A detailed understanding of the market environment is crucial for product development and strategic decisions in the dynamic healthcare industry. Learn how a leading pharma company gained holistic insights into the market and treatment landscapes of its TAs. [>>](#)

**Identify opportunities for a differential advantage through a cohesive view of healthcare markets. [Learn more.](#)**

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