



PHARMACEUTICAL INDUSTRY
PROJECT MANAGEMENT GROUP

www.pipmg.org

The aim of PIPMG is to promote and support the development of the Project Management profession within Pharmaceutical, Biotechnology, CRO and other Pharma Services organisations.



Event Agenda

18th March 2021

Time	Item	Speaker
15:00	Introduction Data Analytics and AI potential for Pharmaceutical Project Management	Janette Thomas, PIPMG
15:10	AI in Project Management	Paul Boudreau, Algonquin College, Ottawa and Stonemeadow Con
15:20	Vision, Mission, Tech, Industrial Application. Mely.ai case studies, are there pharma synergies?	Edward Ko, Mely.ai
15:50	Breakout session to discuss Pharma needs, issues, and and potential for AI	PIPMG Committee
16:15	Recap to the full group	PIPMG Committee
16:30	Close	PIPMG Committee

- ✓ Please use chatbox for comments and questions
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The trouble with Medicines Development



Photo by [fran hogan](#) on [Unsplash](#)

> \$1bn per project



Photo by [Rohit Tandon](#) on [Unsplash](#)



Photo by [Myriam Zilles](#) on [Unsplash](#)

17,000 drugs in development, 58,000 discontinued



Considerations for better use of data

Drivers

- ❖ Do we have an ethical imperative to use the data generated?
- ❖ Does AI and data use give a competitive edge?
- ❖ Reduce the cost and time to produce new medicines.
- ❖ Environmentally imperative to save waste of resources.
- ❖ Use the value of past projects.

Issues

- ❖ What kinds of insights can we learn
- ❖ Are there company confidentiality issues?
- ❖ Are there patient confidentiality issues?
- ❖ Are there IP issues?
- ❖ What skills do we need?
- ❖ Should we collaborate as an industry?
- ❖ How and what data do we collect?



Pharmaceutical Project Management Challenges

- ❖ high **complexity** in our projects
- ❖ highly **regulated** industry
- ❖ **cross-functional** team of experts
- ❖ PM is not the budget holder, limited power, **shares information**
- ❖ strong influencing skills to **lead** team subject experts
- ❖ team expertise requirements **changes** over the project life cycle
- ❖ external **partnerships** of many kinds
- ❖ changing science knowledge > scope **changes**
- ❖ many **unknowns** in a project
- ❖ every project is innovative > cross project **learning** difficult
- ❖ projects typically last **10 years**
- ❖ high project **attrition**
- ❖ many **stakeholders** internal and external patients, regulators, government, healthcare providers
- ❖ Choosing which project to **prioritise**

Case 1: Prioritisation - projects/indications

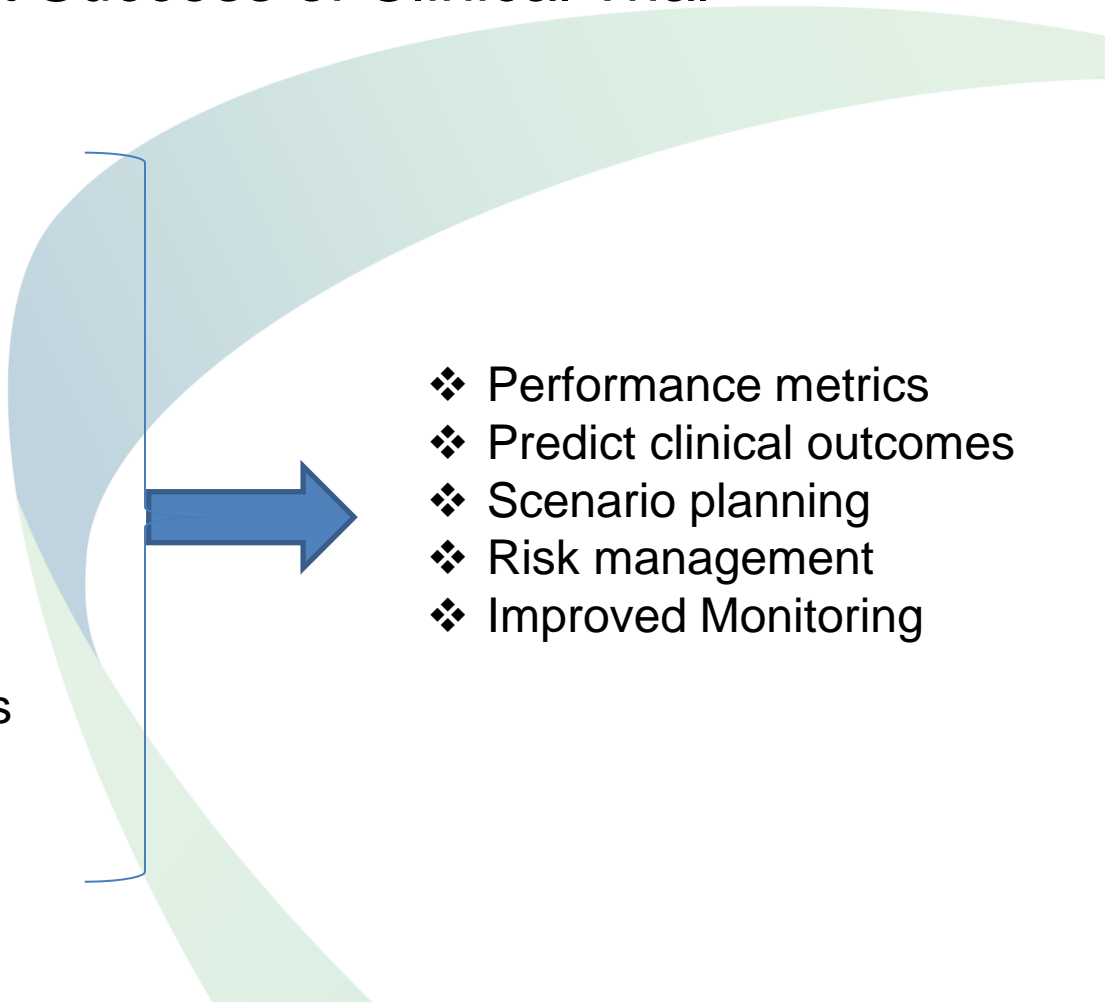
Impact of disease
Competitive landscape
Adverse events and reactions to treatments
Unmet medical needs
Time to market
Probability of success
Commercial viability
Risks
Costs
Scenarios
Clinical trials
.....



- ❖ Relationships across functions
- ❖ Informed insights
- ❖ Continuous review

Case 2: Predict Success of Clinical Trial

Identify risks per
disease
molecule
clinical stage
scientific knowledge
published information
Resources needed
Common scope issues
Contractor performance metrics
What parameters lead to success
Key performance indicators
...



- ❖ Performance metrics
- ❖ Predict clinical outcomes
- ❖ Scenario planning
- ❖ Risk management
- ❖ Improved Monitoring



PIPMG Purpose

The aim of PIPMG is to promote and support the development of the Project Management profession within Pharmaceutical, Biotechnology, CRO and other Pharma Services organisations.

- Professionalise Project Management in development of new pharmaceuticals
- Training courses
- Knowledge section on the website of past events and curated content
- Discussion of developments in project management in the sector
 - ❖ Webinars
 - ❖ Events
 - ❖ Website Blog
- Members Networking to contribute experience
- Job market



Thank you

If you have any questions, please contact

Info@pipmg.org



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Group Discussion

- 1) Construction/Computer Vision (CV);
How to apply CV into clinical trials end point measurement?
Any other applications?
- 2) Supply Chain and Logistics/Data Extraction;
Any value from extracting data from heavy documents in clinical documentation, regulatory dossiers?
- 3) Project Management/Searchability of Knowledge
In which areas does the knowledge management would benefit the most? Regulatory, clinical, manufacturing?
Any value from collecting automatically historical data into a searchable database?
- 4) Communication/Virtual Assistance (VA)
How would you use VA to manage your projects?