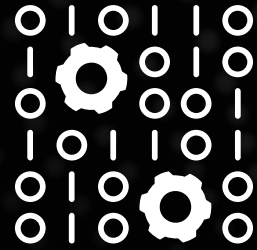# BCG Keynote @ZETA Symposium

Healthcare in an Augmented World -
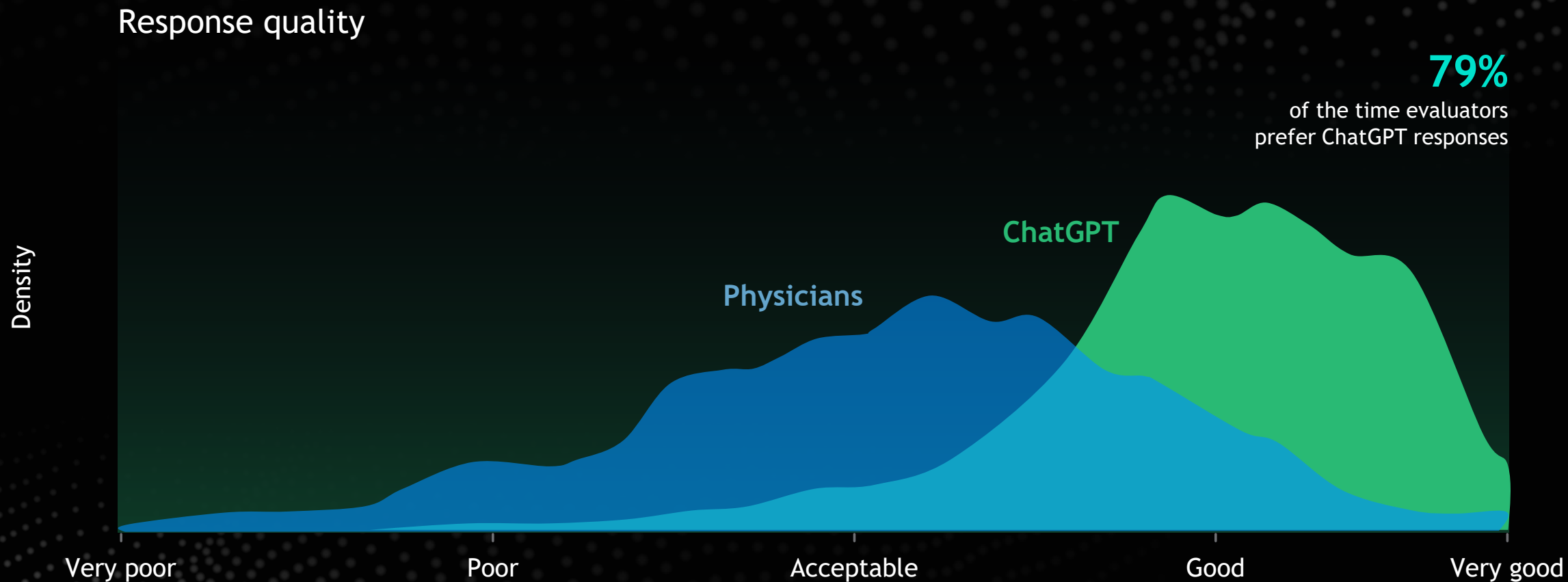How (Gen)AI is Changing the Game

March 2024

"How many of you already use (Gen)AI?"

"Who thinks (Gen)AI can outperform you in your job?"

195 patient questions got answered by both physicians and ChatGPT - this is how a panel assessed the answers

Response quality

79%
of the time evaluators prefer ChatGPT responses

Density

ChatGPT

Physicians

Very poor   Poor   Acceptable   Good   Very good

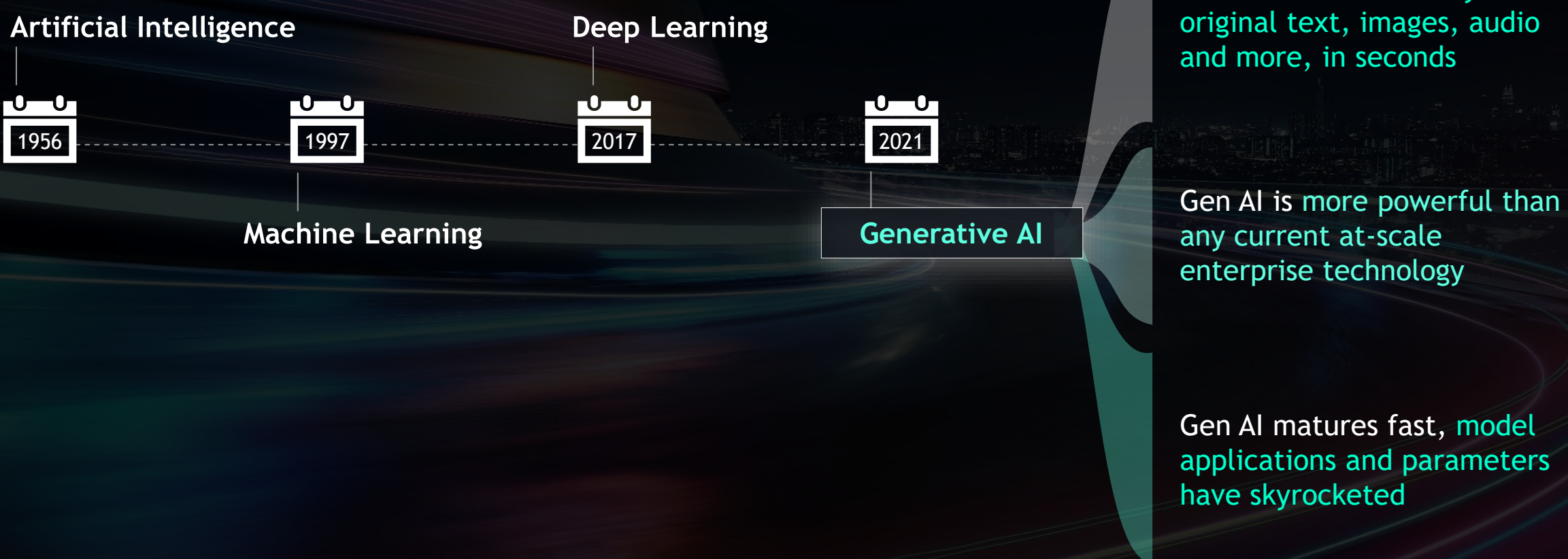# Your BCG team for today

Tibor Merey

- 12+ years experience in helping companies extracting value from data & tech
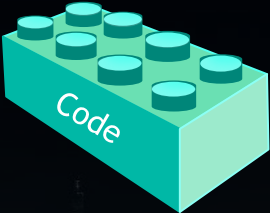- (Gen)AI Expert at BCG X

Sultan Hochweiss

- 15+ years experience in Digital Supply Chain
- Expert in Tech OPS and Pharma

(Gen)AI is not just a hype, but transformative with real traction

Artificial Intelligence

Deep Learning

1956 --- 1997 --- 2017 --- 2021

Machine Learning

Generative AI

Gen AI can create fully original text, images, audio and more, in seconds

Gen AI is more powerful than any current at-scale enterprise technology

Gen AI matures fast, model applications and parameters have skyrocketed

(Gen)AI has four fundamental technology enablers
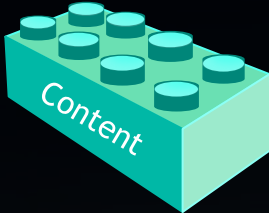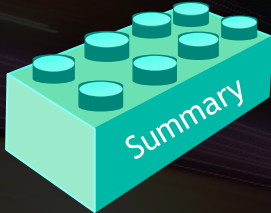
Search	Content
Summary	Code

Search specific terms and conditions across sources

Search	Content
Summary	Code

Synthesize transcribed customer calls into next steps

Search	Content
Summary	Code

Generate responses to customer inquiries (email, call)

Search	Content
Summary	CodeX

Autofill code or Translate natural language to SQL code

(Gen)AI will rapidly change the world, evidenced by impressive feats it can already accomplish

L'Oréal's Beauty Genius - personalized, (Gen)AI-powered beauty advisor.

(Gen)AI is not just a fad, the race is on

Significant commercial opportunity …

~$120B

expected global market size for Generative AI by 2030 from ~$15B today (~35% yoy CAGR)

~$6B+

of committed VC funding for Generative AI in the last three years alone

…with wide-spread interest across society …

13M+

Unique daily users on ChatGPT at the beginning of 2024

2M+

Original images generated by Dall-E each day at the beginning of 2024

… and effect on broad range of industries

21 days

in biopharma for (Gen)AI to identify novel drug candidate for the treatment of IPF (vs. years with traditional methods[1])

~88%

of software developers in the technology industry reported higher productivity when using a generative AI code assistant[2]

Applying (Gen)AI in the business context requires caution

Business Punk

19. Januar 2024

Frauen in die Pflege, Männer ins Lager – Chatbot der Arbeitsagentur gibt kontroverse Jobempfehlungen

Autor*in

Business Punk Redaktion

Mit dem neuen KI-Chatbot "Berufsinformat" wollte der Arbeitsmarkt-Service Österreich (AMS) fortschrittlich sein – doch das ging schief. Denn statt den Jobsuchenden auf der Plattform gute Empfehlungen zu den Themen Berufe und Ausbildungen zu geben, reproduziert der virtuelle Ansprechpartner vor allem eines: Klischees und Stereotype.

Blick ins Heft
06/23
Deutschlands beste Einhörner

2024

Job-Stereotype misstep

Austrian's Public Employment Service (AMS) published the "Berufsinformat" tool which was disproportionately matching job postings based on gender stereotypes.

(Gen)AI does still come with risks...

Intellectual property and copyright infringement

Cybersecurity and data privacy

Biased outputs

Hallucination / confidently wrong answers

... but they can be mitigated with the right RAI sponsible AI approach

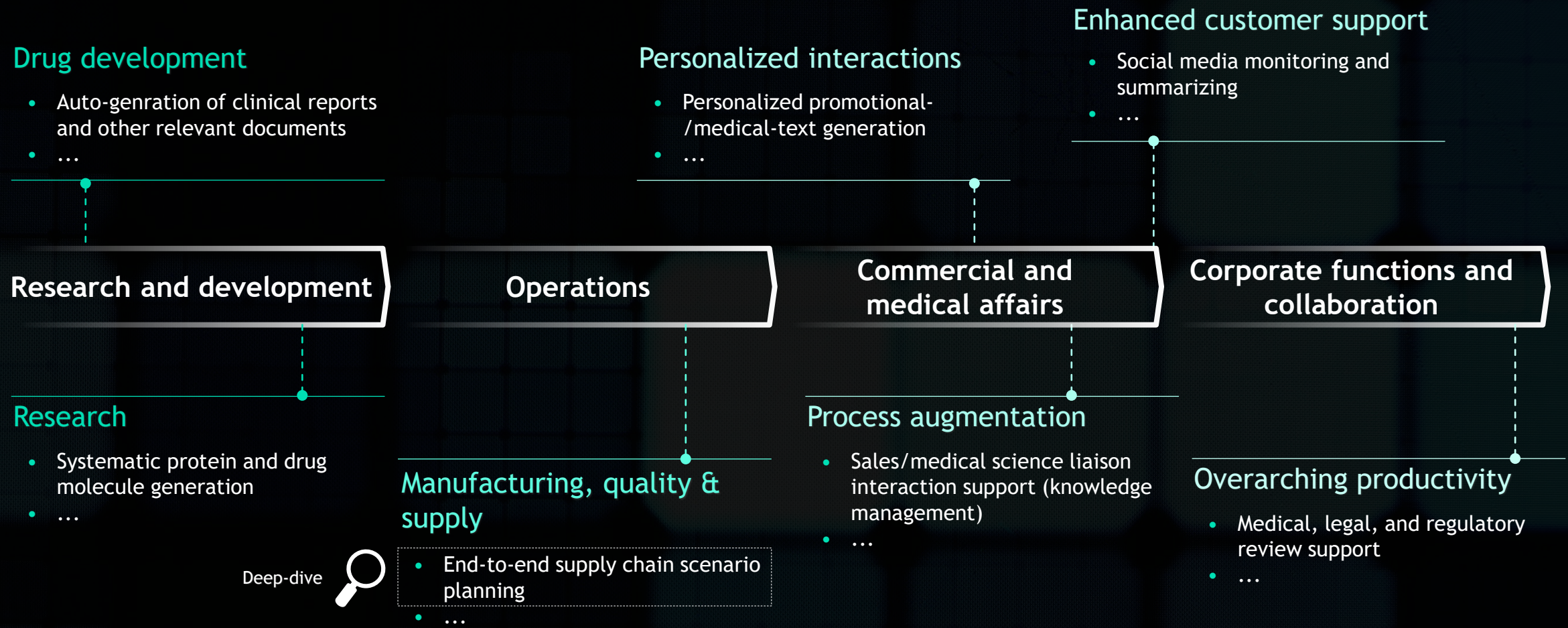# Success from (Gen)AI follows the 10-20-70 rule

10
Algos

20
Data & Tech

70
Processes & Change

After more than 150 (Gen)AI projects we conducted, we have a clear view on use cases

Enhanced customer support

- Social media monitoring and summarizing
- ...

Drug development

- Auto-genration of clinical reports and other relevant documents
- ...

Personalized interactions

- Personalized promotional-/medical-text generation
- ...

Research and development

Operations

Commercial and medical affairs

Corporate functions and collaboration

Research

- Systematic protein and drug molecule generation
- ...

Manufacturing, quality & supply

Deep-dive 🔍

- End-to-end supply chain scenario planning
- ...

Process augmentation

- Sales/medical science liaison interaction support (knowledge management)
- ...

Overarching productivity

- Medical, legal, and regulatory review support
- ...

Plan AI Assistant | (Gen)AI-assist. supply planning

Use Case Summary

Global home automation leader faces increasingly complex supply chain with disruptions impacting performance

Dedicated steps towards predetermined goals, e.g., simulations development, integrated visibility in sourcing shortage and inventory up to tier 3 suppliers, etc.
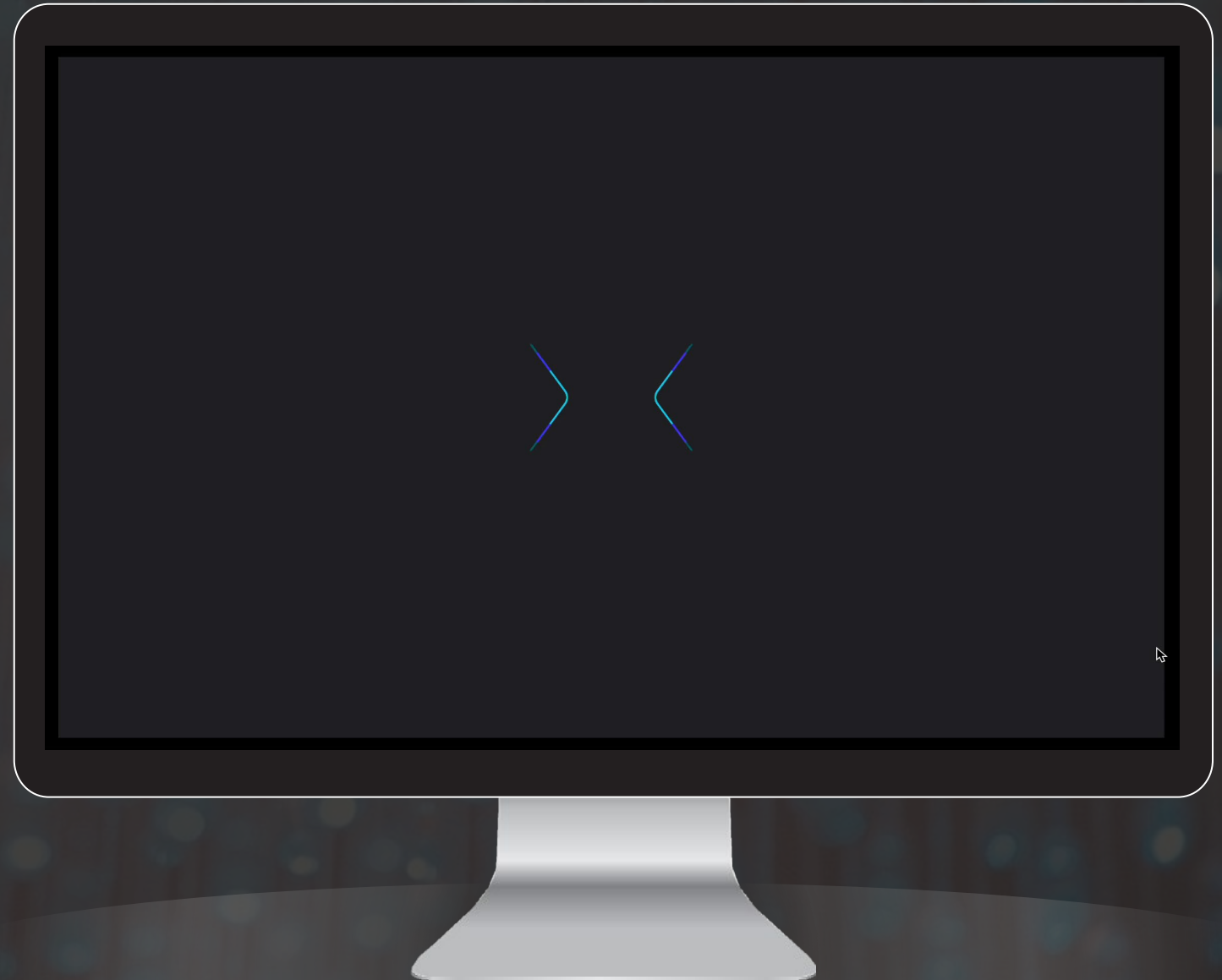
Impact / value

>20M€
Inventory reduction

>30M€
Inventory increase avoidance

Source: BCG analysis

Five key success factors in deploying (Gen)AI in organizations
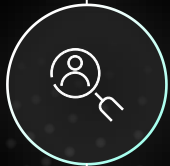
Generate enterprise-wide strategy with **Responsible AI**

Identify priority **use cases**

Build **data systems** and **capabilities**

Invest in **talent** and **training**

Forge **strategic partnerships**

Source: BCG

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My personal reading list

Tibor Merey

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Let's have a chat!

What are your thoughts and questions on (Gen)AI?

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