

Leveraging AI in Evidence Generation and Market Access

Using AI for clinical data evaluation, systematic literature reviews, dossier writing, and PICO simulations

TOPICS

- Dossier Writing - Use cases for AI support
- Using AI in Systematic Literature Review (SLR)
- LLMs for describing and evaluating clinical data
- Integrating generative AI in everyday market access activities
- AI support for PICO simulations

YOUR SPEAKERS



Dr Daniel Brand
Kintiga,
Germany



Dr Lydia Frick
Kintiga,
Germany



Dr Penelope Gallinger
IQVIA Commercial GmbH & Co.
OHG, Germany



Ronja Kerßenboom
Johnson & Johnson Innovative
Medicine, Germany



Dr Sian Tanner
IQVIA,
The Netherlands

Leveraging AI in Evidence Generation and Market Access

Aims and objectives

In this course, you will learn how to leverage AI for clinical data evaluation, systematic literature reviews, dossier development, and PICO simulations.

Five industry experts will a.o. demonstrate use cases, highlighting both the benefits and limitations of AI - from clinical data evaluation to dossier submission. Additionally, they will focus on the day-to-day application of generative AI in market access.

By the end of this course, you will have a comprehensive understanding of AI's potential and how to effectively implement it in your daily work.

Who should attend?

This course is designed for professionals in market access and evidence generation who seek the latest expertise in AI applications from literature research and data evaluation to dossier writing.

Here, key national and EU HTA topics will be addressed.

Your benefit

- Use cases across different market access areas
- Key national and EU HTA topics covered
- A combination of diverse industry expertise

YOUR SPEAKERS



Dr Daniel Brand

Kintiga,
Germany

Manager Market Access



Dr Lydia Frick

Kintiga
Germany

Director Market Access



Dr Penelope Gallinger

IQVIA Commercial GmbH & Co.
OHG, Germany

Principal Market Access und HTA
RWAS Real-World & Analytics Solutions



Ronja Kerßenboom

Johnson & Johnson Innovative
Medicine, Germany

Senior Manager Market Access



Dr Sian Tanner

IQVIA,
The Netherlands

Principal, Advisory Lead - EU HTA Solutions; Value
and Payer Evidence; Real World and Commercial
Solutions

Your programme at a glance

09:00 a.m. *Opening and participant expectations*

09:20 a.m.

Dossier Writing - With AI Support?

Dr. Daniel Brand, Dr. Lydia Frick

- Fundamental principles of LLMs
- Challenges and opportunities when operating with data
- Use cases for AI in dossier writing

10:40 a.m. *Coffee break*

11:00 a.m.

Artificial Intelligence in Systematic Literature Reviews

Dr. Penelope Gallinger

- Using AI/generative AI for key SLR steps (protocol writing, search strategy adaptation, study identification, data extraction, and evidence synthesis...)
- AI's potential benefits and limitations in SLRs
- AI agents deployed for SLRs and strategies to address challenges with AI integration in SLRs (enhancing model interpretability and explainability of results)

12:10 p.m.

01:20 p.m.

LLMs for Describing and Evaluating Clinical Data

Dr. Daniel Brand, Dr. Lydia Frick

- Criteria for successful use of LLMs in the context of clinical data
- Current AI-assisted approaches for table interpretation and description
- Insights from in-house development of AI-assisted tools

02:20 p.m. *Coffee break*

02:40 p.m.

Integrating generative AI in everyday market access activities

Ronja Kerßenboom

- Employee training initiatives at Johnson & Johnson
- Day-to-day Use of Generative AI for a market access manager in Germany
- Generative AI trends to watch

03:40 p.m. *Short break*

03:50 p.m.

Focus on EU HTA: AI Support for PICO Simulation

Sian Tanner

- Understanding the PICO simulation workflow and opportunities for automation
- Consider appropriateness of AI for PICO simulation given current technology status and nuances of EU HTA
- Explore use case for AI PICO simulation

05:00 p.m. *Course end*

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REGISTRATION UNDER

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REGISTRATION FORM

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Name

Position, department

Company

Street

Post code, city, country

Tel. no./Fax no.

E-mail

Contact person at office

Date, signature

Date

Wednesday, 14 October 2026 - online
09:00 a.m. - 05:00 p.m.

Fee

€ 1290.00 (+ German VAT)

The fee includes high-quality course material and a participation certificate for download, access to the Learning Space as well as technical support including a test meeting.

How our online events work

- Our online events are live and interactive. They can be accessed in the Learning Space, where you will also find the programme, the list of participants and all relevant documents.
- You can access the Learning Space with the same account you use for the customer portal.
- The free pre-meeting helps you resolve any technical issues before the event.
- Continuous support during the online event guarantees that you concentrate entirely on the training.
- We guarantee the highest quality according to ISO 9001 and ISO 21001.

CANCELLATION POLICY

Our general terms and conditions (as of 01 June 2024) apply and are available upon request. We can send them to you at any time. Alternatively, you can access them online at www.forum-institut.com/t&c

YOUR CONTACT



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