SCIENTIFIC SEMINAR

Jorge Pou

GSK

AI to Catalyze Therapeutic Innovation

Artificial Intelligence is reshaping the pharmaceutical and healthcare landscape end to end—from the earliest stages of molecule discovery to how therapies are developed, manufactured, and brought to patients. This session will explore real examples on how AI is already accelerating drug discovery and how machine learning and real world data are transforming clinical research. Participants will also learn how AI is streamlining pharmaceutical manufacturing through predictive quality, process automation, and supply chain optimization, as well as enhancing commercialization efforts through more personalized engagement and data driven decision making.

Beyond industry applications, the session will provide an overview of how hospitals and regional health systems are adopting AI to strengthen clinical pathways—shortening time-to-diagnosis, supporting triage and referral optimization, and enabling more personalized and continuous models of care. These use cases reflect an ongoing shift toward data driven, patient centric healthcare delivery.

Finally, the discussion will open a forward looking dialogue on the challenges that lie ahead: ensuring data interoperability, addressing algorithmic transparency, navigating regulatory expectations, and embedding AI responsibly within clinical and operational workflows.

CIC bioGUNE
MEMBER OF BASQUE RESEARCH & TECHNOLOGY ALLIANCE
EXCELENCIA SEVERO OCHOA

Friday
February 13
Atrio 800
12.00H

BRTA
BASQUE RESEARCH & TECHNOLOGY ALLIANCE