

AMPLEXOR'S BE THE EXPERT 2017 EVENT OUTLINES THE FUTURE FOR LIFE SCIENCES

Submitted by: Sarum Consultancy

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19TH annual life sciences conference reveals the technologies set to underpin a radical change in the industry

Budapest, May 17th, 2017 — A stellar line-up of speakers drawn from across the life sciences industry converged in Budapest last week, to participate in AMPLEXOR (<http://www.amplexor.com/>)'s 19th annual life sciences event, BE THE EXPERT 2017.

A fascinating series of presentations from AMPLEXOR partners, customers and executives, as well as other industry thought leaders, saw a life sciences industry be set by ever-increasing regulation and struggling to manage and deploy the growing volumes of data that are generated. But is also an industry that can look forward to the future with confidence, by deploying and benefitting from cutting-edge technologies such as Artificial Intelligence (AI) and Machine Learning (ML) and using technology to make better use of the data it has at its disposal.

The keynote speaker, Michael Woodbridge of industry analyst group Gartner (<http://www.gartner.com/technology/home.jsp>), presented on how the new digital workplace can help transform life sciences. The digital workplace is an over-arching strategy that improves innovation, encourages collaboration and properly equips and prepares a workforce for modern working practices, and Michael revealed its potential for improving the way in which life sciences firms operate.

“Those in the life sciences industry are doing ground-breaking and life-changing work, but there is a constant need to do more, but with less resources,” said Elvis Paelat, Vice President, Life Sciences, AMPLEXOR. “The opportunities that technology brings to life sciences is breath-taking, and in five years we could be looking at a radically different industry, powered by AI and ML and managed by people using technology to innovate and collaborate like never before.”

The potential of technology to improve the way life sciences firms approach business was a theme across the day's presentations, taking in everything from data management and labelling, to document management and AI. Mark Cottingham of F. Hoffmann-La Roche (<http://www.roche.com/>) spoke about 'A Grand Design', looking at automation and how organisations can move away from having data locked in documents and instead have data driving the documents.

More specifically he touched on how we can use data to drive the submission processes which will then benefit many other areas of the organisation - stakeholders in the submission process, compliance and process efficiencies, all of which feed into an overall objective of achieving right first time submissions. As with Michael Woodbridge though, this is not just a new system, it needs to be a strategy that encompasses people, processes and the data itself.

IDMP was another topic high on the agenda at BE THE EXPERT 2017, with a number of speakers looking at the impact this might have. Andrew Marr of Marr Consultancy (<http://marrconsultancy.com/>) focused on how life sciences firms have prepared for IDMP thus far, what they need to do ahead of the 2019 deadline and what

the potential implications of Brexit might be, particularly for UK and European firms.

“Life sciences is undoubtedly a sector that at times can feel overburdened by regulation and also one that has been uncertain in deciding how to make the best opportunity afforded to it by the ever-increasing volumes of data,” continued Elvis Paelat. “It is an industry facing a number of challenges, but there are tools and technologies available that mean we can meet these challenges head on. AMPLEXOR is at the heart of this innovation and we look forward to supporting the industry as it continues the digital transformation journey it has embarked on.”

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