

Please Don't Sell Me Your AI Tool...

Unless you can answer these five questions.



Your Guides Today



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The Situation



AI tools and solutions are everywhere



The actual capabilities of these "AI" offerings are often unclear



Internal challenges for AI adoption are growing



Client-side researchers need adequate preparation for the complex approval processes required for AI implementation

Differing Perspectives

AGENCY



AI = Pride in Innovation



Drives Operating Efficiencies



Enhances Competitiveness for Shrinking Pie



Delivers Revenue / Profit



Questions client understanding of the value



Believes clients reject based on risk-aversion and comfort with the status quo, fear of AI replacement

CLIENT



AI = a new tool with high potential but low familiarity and trust among stakeholders



Triggers Internal Approval Processes



Poses Real Risks and New Hurdles



Unexpected Spend Requiring Unallocated Budget



Questions – does the agency understand the requirements for adoption? Are they willing to see it through?



Clients must adopt based on cost, benefit, and risk

Bridging the Gap



Reality

Promise

The Five Key Questions You Should be Prepared to Answer...

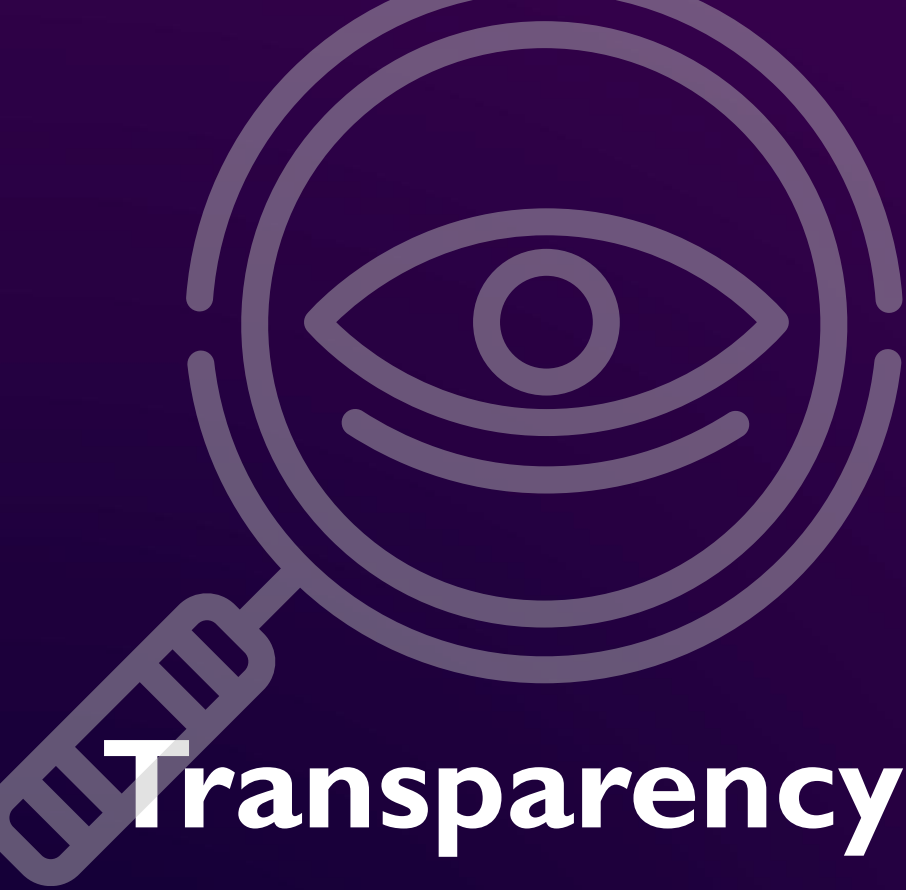
“Can you explain how your AI reaches its conclusions – in plain language?”

““ How are you safeguarding respondent and stakeholder data?”

“What’s your approach to consent?”

“Are you ready for an audit – or a subpoena?”

“What measurable value will this AI capability actually deliver to our business?”



Transparency & Explainability



Can you explain how your AI reaches its conclusions – in plain language?



AI Solution Overview:

What is your AI solution and how does it function?



Model Training & Validation:

How is the model trained and its validated?



Data Integrity & Testing:

How are data testing, quality, and validation ensured?



Human Oversight & Control:

What is the role of human oversight?



Stakeholder Communication Strategy:

What easily transferable messaging can facilitate buy-in from corporate researchers, stakeholders, and budget holders?

Your model's data-to-insight process must be transparent and clear to all stakeholders to build essential credibility.



Privacy & Security



How are you safeguarding Respondent and Client data?



Protection Assurance: Provide Reasons to Believe in the protection you provide.



Breach Protocol: How would a data breach be handled?



Respondent PII Security: Is Respondent's Personally Identifiable Information Secure?



Client Confidentiality: How is Client's Confidential Information Protected?



Data Storage & Access: Where is Data Stored, and Who can Access it?



Model Training Data Use: Is this Data used to Train other Models?

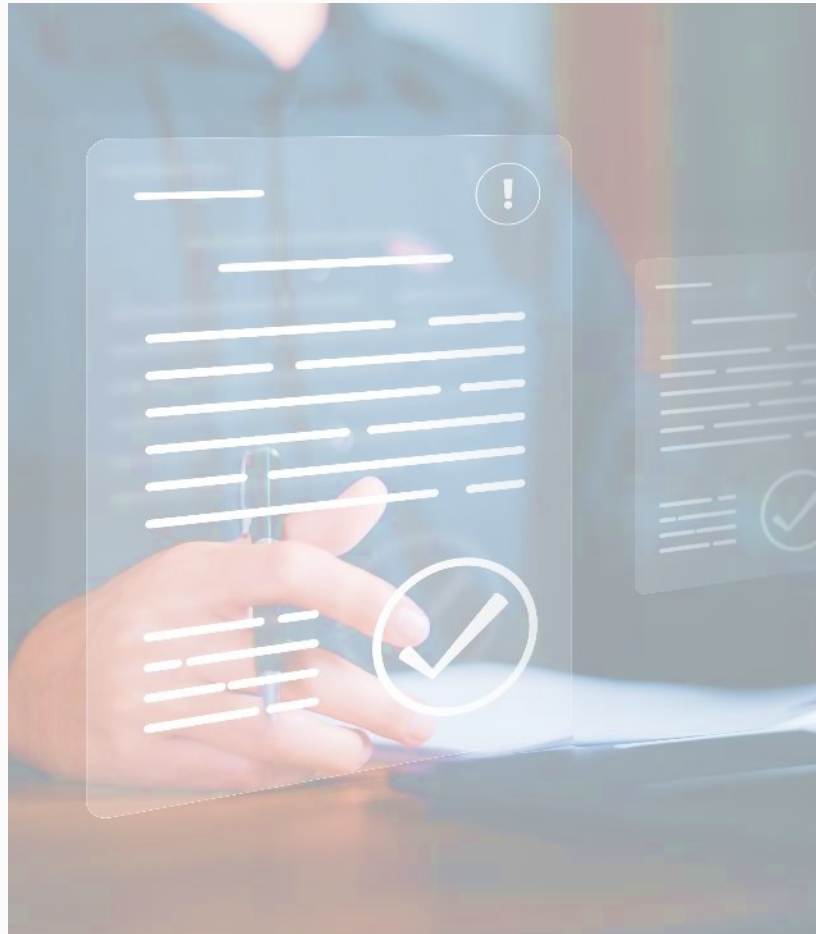
Whether handling patient-level data, HCP feedback, or internal metrics, we need to know your security goes beyond boilerplate.



Consent & Notification



What's your approach to consent?



AI Interaction & Consent:

Do respondents know they are interacting with AI? Have they provided consent?



Empowering Respondents:

Data contributors should retain control over their personal data.



Universal Patient Perspective:

We are all patients.

We need to be confident that all data contributors understand how their information is used and that they can opt-out any time.



Regulatory Compliance



Are you ready for an audit – or even a subpoena?



Compliance & Sustainability:

Adhere to regulations and promote sustainable development



Fairness & Bias:

Mitigate bias and ensure fairness.



Data Usage:

Focus on how biometric and other data is utilized.



Evolving Regulations:

Keep up with increasingly scrutinized and evolving laws and regulations.

Navigating critical compliance and expertly managing diverse data collection and usage laws (e.g. EU biometrics) to withstand regulatory scrutiny is non-negotiable.



Value Demonstration

“What measurable value will this AI capability deliver to our business?”

- ✓ **Value:** Define the tangible value that your AI solution offers.
- ✓ **Proof-of-Concept:** Offer demos with a measurement plan to generate evidence of value.
- ✓ **Shared Risk/Benefit:** Assess and address risks (i.e. time, cost, quality) on both sides and align on what success looks like.
- ✓ **Integrity:** Prevent superficial AI application. It increases client time, cost, and data issues and can erode trust long-term.
- ✓ **Partnership:** Help us "champion" AI integration within our business. We need dedicated and flexible partners.



Faster, deeper, or more actionable? Please show us outcomes – pilot results, case studies, KPI – with evidence of measurable impact.

Checklist: The Five Critical Points You Should be Prepared to Address...



Transparency & Explainability



Privacy & Security



Consent & Notification



Regulatory Compliance



Value Demonstration

Thank You

