AGENTIC PHARMA
SUMMIT

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PHILADELPHIA · NOVEMBER 2026

2026 Executive Summary

What commercial pharma leaders told us about scaling agentic AI

Live audience data, practitioner insight and attendee voices from the inaugural Agentic Pharma Summit, November 9 and 10, 2026, Convene CityView, Philadelphia.

200+	24	43	20+
executives	sessions	faculty	live audience polls

EXECUTIVE SUMMARY

Five findings from two days in Philadelphia

The first Agentic Pharma Summit brought senior commercial pharma leaders together to work through how agentic AI actually gets deployed in a regulated industry. Twenty-four sessions and more than twenty live polls pointed the same direction: the technology is ready to do more than most organizations are ready to let it do.

1 The bottleneck is organizational

Asked for the greatest barrier to scaling AI, the keynote audience named people, culture and skills first. Only about one answer in ten named technology or data.

2 Most companies are piloting, and few are scaled

39% of keynote respondents are piloting. In the content supply chain session no one reported a capability embedded in business as usual.

3 Data foundations are still weak

Three in four respondents describe their commercial data as siloed or inconsistently governed. Only 9% say it is actively driving growth.

4 Promotional review is the proving ground

Two in three expect AI to approve some low-risk promotional content with no human reviewer within three years. Reviewers and leaders disagree on what is holding progress back.

5 Value beats activity

70% say success should be measured in business impact or ROI. Usage, licenses and pilot counts are inputs, and the audience wants outcomes.

> *"I'm ready to move the conversation from what's possible to what's actually happening."*
>
> **Meghan Rivera**, Summit Chairperson, writing before the event

About this summary. Drawn from live audience polls run in sessions on both days, session notes, and what speakers, partners and attendees published after the event. Poll results are aggregate and anonymous. Speakers are quoted from their own public posts and published coverage. Views expressed are their own.

FINDING 1

The bottleneck is organizational

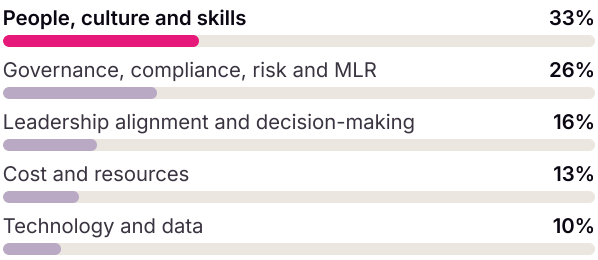
When the keynote audience named the greatest barrier to scaling AI, people, culture and skills came first, followed by governance, compliance and risk. Technology and data drew about one answer in ten.

Session after session came back to the same point: the hard part is ownership, decision rights and adoption, and the model is the easy part.

> *"AI transformation is 10% technology and 90% change management."*
>
> **Mike Boas**, Founder and Executive Chair, Life Sciences Roundtable, recapping CMI Media Group's Jose Ferreira on Day Two

Greatest barrier to scaling effective AI (answers grouped)

Keynote, Day One · n=56



FINDING 2

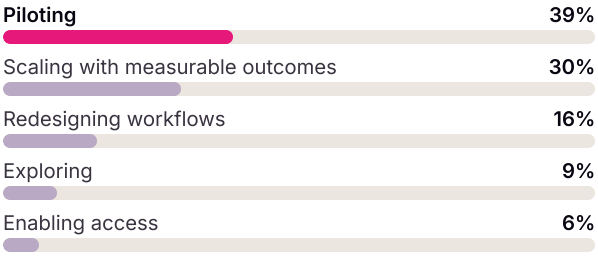
Most companies are piloting, and few are scaled

Thirty-nine percent of keynote respondents said they are piloting. A day later, in the content supply chain working session, no one reported a capability embedded in business as usual. Getting from pilot to production is the defining problem for 2026 and 2027.

> *"In many ways, the MSL has become the integration layer for fragmented intelligence."*
>
> **Bilal Saiyad**, Medical Operations, Analytics and Innovation Lead, Biogen

Where is your organization today?

Keynote, Day One · n=67



FINDING 3

Data foundations are still weak

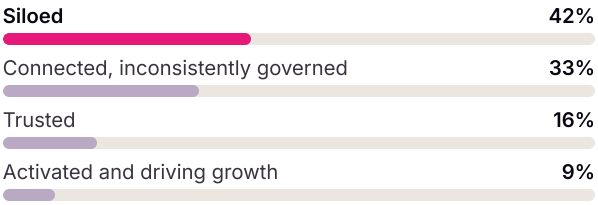
Three in four respondents described their commercial data as siloed or connected but inconsistently governed. Only 9% said it is activated and driving growth.

> *"You can't have an AI strategy without a business strategy."*
>
> **Matt Lasmanis**, SVP, Chief Digital Officer, Jazz Pharmaceuticals, and Founding Advisory Council member

> *"Almost every conversation came back to the data that agents run on."*
>
> **Scott Bennett**, CRO, Claravine

Where does your commercial data foundation stand?

Data Foundation panel, Day One · n=55



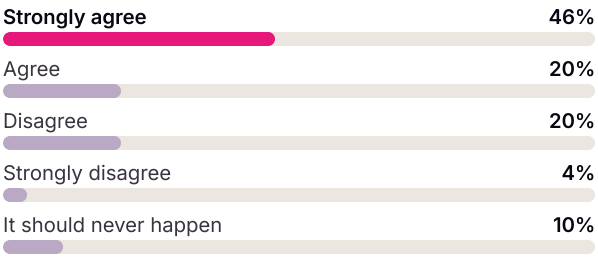
FINDING 4

Promotional review is the proving ground

MLR came up in more sessions than any other workflow. Two in three participants in the promotional review Open Exchange expect AI to approve some low-risk content with no human reviewer within three years.

Within three years, AI will approve some low-risk promotional content with no human reviewer

MLR Open Exchange, Day One · n=50



The split that matters. Leaders and the people doing review work every day named different barriers. The working phrase the group settled on: human in charge, AI in the loop.

FINDING 5

Value beats activity

Seven in ten respondents said success with AI should ultimately be measured in business impact or ROI. Licenses, usage, token counts and pilot counts are inputs, and the audience wants outcomes.

> *"AI consumption is not AI value."*
>
> **Emily Lewis**, AI and Innovation Lead, Digital Care Transformation, UCB

Measuring the wrong thing has a cost. PwC's Pete Choo named the hidden one: "bot sitting," the time people spend checking agent output to make sure it is right.

As Zoë Dunn reported in MM+M, Novo Nordisk's Frank Armenante sees AI-assisted call notes that take reps a little longer as a win, because reps stop and think about the conversation they just had.

Also on the agenda

Content needs redesign. 88% of the content supply chain session said agentic AI requires redesigning the workflow, and their top goal was relevance and personalization, well ahead of lower cost.

AI search is the new front door. Novo Nordisk's session on generative engine optimization showed why brand teams are rethinking how their content reads to AI answer engines.

Autonomy follows consequence. 63% would let an agent book a meeting with no human in the loop. No one would let it answer a medical query.

SPRING 2027

What comes next

We heard you. Many of you were in sync on the first point: don't wait a year. The summit returns in spring 2027.

We also received tons of feedback on topic ideas, formats and speakers. We appreciate all of it, and we look forward to delivering.

Be first to hear the 2027 dates

Join the interest list at agenticpharmasummit.com

Speak, advise or partner in 2027. Write to Bryon Main at bryon@momentumevents.com.

VOICES FROM THE SUMMIT

In their words

What speakers, partners and attendees said after Philadelphia.

“From all the events I have participated, this is the only one where I learned most and got very practical insights which I can use in my projects.”

Dr. Jens A. Hartmann, AI Transformation Change Lead, Boehringer Ingelheim, at the time of the summit

“Thanks to Bryon Main and Momentum Events for bringing together such a thoughtful group of leaders and innovators for a great first summit. I'm already looking forward to the next one.”

Matt Lasmanis, SVP, Chief Digital Officer, Jazz Pharmaceuticals

“Extremely useful and full of practical information.”

William Wallace, CIO, Intercept Pharmaceuticals

“This has been a premier, first-class event from start to finish!”

Mike Boas, Founder and Executive Chair, Life Sciences Roundtable

“The programming was practical and candid, with leaders talking openly about what's working and what isn't. Sessions gave me ideas I'm already applying to our clients' programs.”

Mike Marett, Founder, Confideo

“The Agentic Pharma Summit gives life sciences leaders access to real-world AI case studies that go beyond the headlines, building the confidence to turn ambition into scalable impact.”

Bob Brooks, Founder, RMB Consulting

“I enjoyed how the presenters didn't just present and leave. They stayed and engaged with other speakers as well, contributing unique perspectives.”

Emma Grace, Senior Product Manager, Fennec Pharmaceuticals

“What a phenomenal gathering of the best and brightest of the digerati in pharma! I valued not just the presentations but also meeting others in the trenches who are dealing with many of the same challenges I am facing.”

Global Head, Digital and Social Media, Global pharmaceutical company

“Venue is amazing. Love the size of the conference. Amazing engagement. Very relevant topics.”

Director, Omnichannel Analytics and Strategy, Global pharmaceutical company

THANK YOU

Our 2026 partners

A first-year event needs partners willing to invest before there is a track record. These organizations did.

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