

Scaling the mountain of insights implementation

Data reveals how high **organizations have climbed.**

In life science, adopting a new technology or process can feel like scaling a mountain. We've identified four stages on what we call the 'mountain' of insights implementation:

Base Camp: A general knowledge of medical insights.

Camp 2: Manual, spreadsheet-based insights reporting.

Camp 3: Insights reporting supported by AI dashboards.

The Summit: Generative AI-powered insights reporting.

It's a challenging climb.

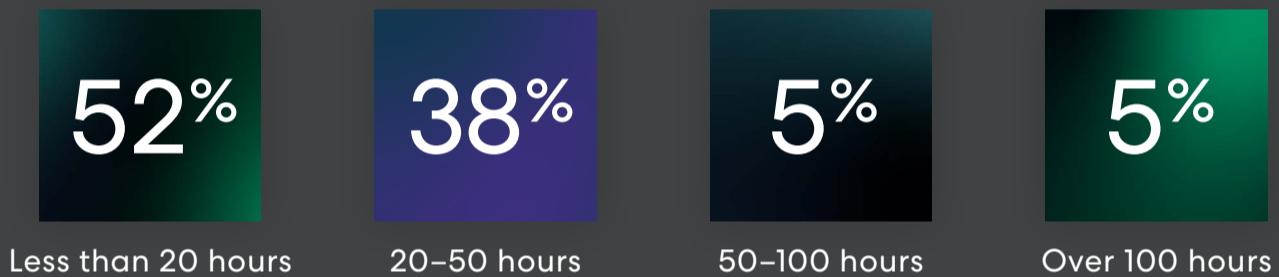
Organizations further down the mountain encounter various obstacles when attempting to create insights reports for internal stakeholders:



But while some organizations remain stranded at Base Camp or Camp 2, others have already climbed higher – **42% of medical affairs professionals currently use AI** as part of their insights reporting processes.

“Imagine using a Microsoft Word table for numbers – and then you move to a spreadsheet. AI does that for free text.” – MAPS ROUNDTABLE PARTICIPANT

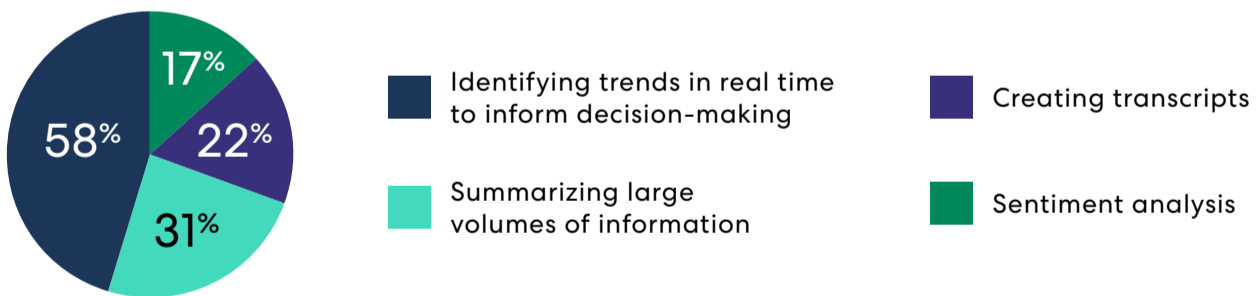
And for those that scale the mountain, the benefits are clear. By using Within3's AI-powered insights platform, medical affairs gets a complete view of the market, clearing the trail for strategic decisions. (MAPS)



Atop the mountain of insights implementation, medical affairs teams use generative AI to surface insights in real time. More and more organizations are planting their flags at the summit.

“We're evaluating the potential use of generative AI, and working with external partners to adopt basic tools as a start.” – REUTERS SURVEY RESPONDENT

So, how are medical affairs teams using generative AI? (REUTERS)



Those who have reached the summit have a warning for those who wish to follow: build-your-own solutions will be obsolete before the projects are complete.

“If the tech is changing faster than your ability to develop, then developing makes no sense.”

– MAPS ROUNDTABLE PARTICIPANT

Are you interested in scaling the mountain of insights implementation? [Schedule a demo](#) of our generative AI-powered insights management solution today.

ABOUT WITHIN3

Within3 is the world leader in life science insights management. The Within3 Insights Management Platform gathers, integrates, and analyzes insights better than any other platform on the market, reducing insight reporting from months to days and eliminating 90% of the workload. Companies use Within3 to drive strategy-impacting decisions up to 3x faster and ensure the customer's voice is heard across the enterprise. To learn more about the insights management platform or to request a demo, visit www.within3.com.