Report on Sensitization Program on AI, Pharmacovigilance, and Technology in Pharma.

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A report on

Sensitization Program on AI, Pharmacovigilance, and Technology in Pharma

(8ᵗʰ February, 2025) Organized by: Department of Pharmacy
Integral University Lucknow

On 8ᵗʰ February, 2025, a Sensitization Program on AI, Pharmacovigilance, and Technology in Pharma **was organized by Faculty of Pharmacy Integral University in collaboration with Nemi Education.** As the pharmaceutical industry continues to evolve, the integration of advanced technologies like AI and machine learning is becoming crucial to enhancing drug safety and improving overall patient outcomes. Pharmacovigilance, the science and activities related to the detection, assessment, understanding, and prevention of adverse effects or any other drug-related problems, can benefit significantly from AI-driven technologies. With these technologies, healthcare professionals can better track, predict, and prevent potential adverse drug reactions (ADRs) and improve overall patient safety.

The sensitization program, led by NeMI experts Mr. Shailendra Yadav and Ms. Neha Mishra and Abhishek Bajpayee aimed to educate and engage key stakeholders in the pharmaceutical and healthcare sectors about the importance of these technologies. The program focused on enhancing understanding of AI's role in pharmacovigilance and the broader impact of technology on pharmaceutical practices. It was in compliance with SDGs **3 & 9**.

Overview of the Sensitization Program

The primary objectives of the sensitization program were:

- To raise awareness about the role of AI in pharmacovigilance and its potential to transform the management of drug safety.
- To highlight the significance of adopting advanced technologies in the pharmaceutical industry.
- To equip healthcare professionals with the knowledge and tools necessary to integrate AI and technology into their workflows to improve patient outcomes.

The program emphasized substantial learning through:

- **Practical Exposure:** Real-world examples of AI-driven pharmacovigilance applications.
- **Critical Thinking:** Encouraging students to explore how AI can be integrated into pharmaceutical practices.
- **Problem-Solving:** Discussing the challenges and potential solutions AI offers in ADR detection and drug safety monitoring.
- **Interactive Engagement:** The quiz session helped reinforce key concepts and promoted active participation.

Target Audience

The program was designed for B Pharm and Pharm D students. The diverse audience allowed for a holistic approach to understanding how AI and technology can improve various aspects of pharmaceutical practice.

Structure of the Program

The program was structured into the following segments:

- **Session 1**: By Nemi expert Mr. Shailendra Yadav. He Focused on the importance of pharmacovigilance, challenges faced in ADR detection, and how AI can assist in identifying, analyzing, and predicting adverse drug reactions.
- **Session 2**: By Nemi expert Ms. Neha Mishra. Real-world examples of AI and technology applications in pharmaceutical settings, including AI-driven drug safety monitoring systems and predictive analytics for ADR detection.
- **Session 3:** Interactive Quiz by Nemi expert Mr. Abhishek Dwivedi.

Conclusion

The Sensitization Program proved to be an essential platform in the pharmaceutical industry to understand the growing intersection of AI, technology, and pharmacovigilance. The insights shared during the program are expected to foster innovation in drug safety monitoring, encourage the adoption of AI-driven solutions, and ensure that regulatory standards evolve in tandem with these technological advancements. The knowledge gained from this program will enable professionals to take informed decisions in incorporating AI into pharmacovigilance systems, ultimately enhancing patient safety and improving healthcare outcomes.

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