



# Medical Affairs AI TechKNOWlogy Dashboard

*Strategic Navigation for High-Impact Artificial Intelligence*

2026 | Issue 1 | Flight Date: March 2, 2026

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## **Welcome to the Flight Deck: An Introduction to your new Strategic Partner**

In Medical Affairs, we are currently flying through a period of "High-Velocity Change." AI has moved from a boardroom buzzword to an operational reality. But for many of us, the cockpit is filled with flashing lights and complex data, making it hard to know which "instruments" to trust.

This newsletter is your Strategic Navigation tool. We aren't here to just talk about "cool tech." We are here to show you how to use AI to drive measurable impact, increase your team's efficiency, and most importantly, keep your flight compliant.

Let's be honest. Right now, the AI landscape feels like flying through a thunderhead with a flight manual written in a language you don't speak and a oil pressure low light that won't stop blinking. We're here to be your Air Traffic Control, not just another voice in the cockpit telling you to climb higher.

Our Editorial Flight Path: *The Dashboard is designed to be a dynamic resource with a bit a witty humor thrown in to keep it real. While the sections below represent our core operational pillars, they will appear rotationally based on current industry relevance, ensuring every issue delivers high-impact, actionable intelligence.*

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## The Sections: Your Dashboard at a Glance

- [The View from the Flight Deck](#): A quick executive briefing on the week's most important shift in AI and what it means for Medical Affairs.
  - [The Mach Meter](#): Move beyond simple chat prompts into deep practical integration of AI into real-world workflows within firewalled environments.
  - [The AI Flight Manual](#): Tactical, step-by-step procedures and SOPs for MSLs by MSLs in the field.
  - [Full Throttle](#): A quantifiable workflow of the week for common tasks with real ROI.
  - [The Captain's Perspective](#): Hard-hitting perspectives from dynamic leaders on the reality of AI implementation.
  - [The Checklist](#): Protocols for high impact AI deployment and operational excellence.
  - [The Mechanic's Tool Box](#): The "Low-Hanging Fruit" of AI capabilities that solve immediate issues.
  - [The Radar](#): A curated scan of groundbreaking regulatory and technical news that actually matter to BioPharma.
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## The View from the Flight Deck

**The "End of the Black Box": FDA & EMA Align on AI Transparency** In 2026, the FDA and EMA published a landmark joint document: *"Guiding Principles of Good AI Practice in Drug Development."* This represents the first major transatlantic regulatory alignment on AI in our industry. Human-centricity and explainability are now mandatory. Regulators are signaling that "the AI told me" is not a valid defense. In 2026, saying that is the professional equivalent of "The dog ate my homework." Regulators aren't buying it. You must be able to trace exactly which source data led to an AI-generated medical insight. ***The Captain's Bottom line tip***: these new FDA/EMA guidelines are not just "good to know," but are the new requirements for any AI-driven data to be used in regulatory submissions or formal scientific strategy.

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## The Mach Meter

**Beyond the Prompt**: In 2026, the industry is moving past the era of manual query. We are entering the age of the Agentic Intelligence systems designed not to wait for a prompt, but to act as a persistent scientific infrastructure. These agents don't wait for your Monday morning caffeine to kick in; they are already miles ahead, interrogating the weekend's clinical trial updates while you're still clearing your inbox (which, by the way, AI can do for you too). Moreover, these agents operate behind your corporate firewall, connecting directly to your internal data clouds and verified literature jetstreams.

**The Agentic MSL**: Instead of an MSL manually searching PubMed or internal repositories every Monday morning, an Agentic AI system is programmed with your specific Scientific Pillars. It scans in real-time the PubMed feeds, clinical trial registries, and internal congress reports. The Agentic MSL doesn't suffer from

PubMed Fatigue. It happily digests 4,000 abstracts at 3:00 AM without complaining about the lack of decent coffee in the airport lounge.

**Exception-Based Reporting:** The agent does not overwhelm you with data. It only triggers an alert when it identifies a specific shift in clinical sentiment, a new competitor safety signal, or a publication that contradicts a current scientific narrative. This transforms your workflow from manual searching to exception-based navigation.

**Strategic Navigation for 2026:** To integrate this safely, your flight deck requires:

- **Verticalized Training:** The agent must be trained on validated medical datasets (like ICH-GCP standards) rather than general public data to ensure precision.
- **Firewalled Interrogation:** The system must stay entirely within your enterprise cloud to ensure that your proprietary queries never train a public model.
- **Traceable Lineage:** Per 2026 FDA/EMA standards, any alert the agent generates must include a direct link back to the specific source document or trial record.

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## Full Throttle

### *Automating Insight Categorization from Field Notes*

The Problem: MSLs spend roughly 4 to 6 hours a week manually tagging and categorizing insights in CRM systems. This administrative tax often leads to generic data that doesn't resonate with leadership.

**Fuel efficiency:** Implementing what is below provides a measurable metric that resonates with leaders. For an MSL Director managing a team of 10, that is potentially an average of **50 hours a week** of reclaimed field time, essentially gaining an extra FTE for free. That's enough reclaimed time to actually read those corporate training emails you've been archiving for six months.

The Transformation:

- Manual: 30 minutes per interaction for typing, tagging, and aligning to pillars.
- AI-Augmented: 4 minutes using voice-to-text capture and AI Pillar Alignment.
- The Result: A 75 percent reduction in admin time and 100 percent alignment with Medical Affairs Scientific Strategy.

**The Pillar Alignment Prompt (copy and modify this into your approved, firewalled corporate LLM instance):**

System Role: You are a Senior Medical Affairs Operations Analyst who understands that conciseness is a virtue and strategic impact is the currency. Your goal is to take unstructured MSL field notes and categorize them into our predefined Strategic Scientific Pillars.

Scientific Pillars:

1. Unmet Need: Gaps in current treatment protocols or patient access.
2. Competitive Intelligence: New data or sentiment regarding competitors.
3. Evidence Gaps: Requests for data not found in current labels or publications.
4. Safety/Tolerability: Real-world feedback on adverse event profiles.

Task:

1. Analyze the note below and assign the primary Pillar.
2. Extract 3 Strategic Medical Keywords.
3. Provide a 2-sentence Executive Summary that is de-identified.
4. Strategic Implication: Briefly state why this insight matters for the current Medical Strategy.

Constraints:

- If the note contains off-label inquiries, tag them explicitly as Reactive Off-Label Inquiry.
- Mandatory Safety Disclaimer: If an Adverse Event is mentioned, include the following text: NOTE: This categorization is for strategic insight only. You must still report any Adverse Events through official Pharmacovigilance channels within 24 hours.

Note to Analyze: [add your notes] **Pro Tip:** use Voice to Text Capture by using the microphone function and speak your meeting notes.

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## The Captain's Perspective

### Call for Flight Leads: Share Your Command Experience

For future editions of this dashboard, we are reserving this space for the voices of Medical Affairs leaders who are currently in the cockpit, navigating the actual integration of AI within their organizations.

We are looking for professionals who are currently in a Medical Affairs role and are willing to share their unvarnished views on what it takes to move AI from a boardroom slide to a field-force reality. Whether you have successfully landed a major digital transformation or are currently navigating the heavy turbulence of internal buy-in, your insights will help the rest of the fleet fly safer and faster.

Are you ready to take the stick for an issue? If you have a perspective that needs to be heard, please send an email to [pminne@TripleHelixStrategy.com](mailto:pminne@TripleHelixStrategy.com) to be featured in an upcoming edition of The Dashboard. **Organizational specifics will not be published, rather general comments and thoughts on AI in Medical Affairs.**

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## The AI Flight Manual

### Standard Operating Procedure: Congress Intelligence

- 1. Sentiment Interrogation (Pre-Flight):** Feed your company-approved LLM the last 12 months of abstracts from your top ~5 KOLs. Ask for the top 3 "unresolved debates" they've participated in to prep your interaction strategy.
  - 2. The Competitive Horizon:** Cross-reference your competitor's mechanism of action (MOA) against the congress program to find overlapping sessions where scientific tension is likely to emerge.
  - 3. Emergency Procedure: The Off-Label "Redline" Compliance Monitor** In aviation, you don't wait for an engine to fail, you monitor the gauges for early warnings. When using AI to draft follow-up materials or prep for a meeting, do not ask the AI for "creative ways to discuss X." Instead, think of this as your Compliance Ejection Seat. It's better to realize your draft is veering into off-label territory while you're still at your desk, rather than when you're mid-sentence in front of a Tier-1 KOL.
  - 4. The Procedure:** Ask your AI to list all potential off-label claims or unapproved indications mentioned in this draft that you should be aware of to ensure they are NOT proactively discussed.
  - 5. The Goal:** This transforms the AI from a content creator into a Safety Instrument, helping you identify compliance landmines so you can steer clear of them during proactive scientific exchange.
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## The Checklist

### Standardized Procedures for AI Readiness

In the cockpit, we do not rely on memory for critical phases of flight; a checklist is used. As AI tools move from experimental pilots to fleet-wide deployment, these standardized procedures ensure your team maintains operational excellence without sacrificing compliance or safety.

### The Congress Heatmap Checklist

*Follow these steps to ensure your AI-driven congress report is ready for leadership review.*

- **Pillar Alignment:** Are all captured insights tagged to the 2026 Medical Strategy pillars?
- **Duplicate Scrub:** Has the AI merged similar insights from different MSLs to prevent noise?
- **Sentiment Calibration:** Did the AI find the scientific friction, and did a human pilot decide how to navigate it?
- **Executive Summary:** Is the summary under 150 words and focused on the so what rather than the what?
- **Traceability Audit:** Are the AI-generated summaries still linked to the original poster or abstract for verification?

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## The Mechanic's Tool Box

### **Feature: The Congress Intelligence Agent**

**The Need:** MSLs generate massive amounts of intelligence during congresses, but the insight to dashboard lag is usually 2–3 weeks. By then, the news is old.

**The Capability:** A secure, AI agent that aggregates individual notes and photos of posters, instantly mapping them to scientific pillars.

- **The "Fly/No-Fly" Standard:** For this to work in Pharma, it must have Zero-Retention (the LLM vendor doesn't keep your data to train their models) and meet the 2026 FDA/EMA standard for traceability (proving a human verified the insight).

**Want to create a tool that can do this?** [Contact Triple Helix Strategy](#)

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## The Radar

- **FDA News:** The 2026 joint principles emphasize that validation is continuous. You must now monitor your AI performance for "data drift" indefinitely, not just at launch.
  - **Tech Watch: Agentic AI Systems** The industry is shifting toward agentic AI that acts as scientific infrastructure rather than a simple chat interface. These agents are designed to monitor data pipelines, like real-time PubMed streams or clinical trial registries, to automatically flag safety signals or shifts in clinical sentiment. The 2026 focus is on verticalization, where AI is trained specifically on validated medical datasets to ensure high precision and traceability in regulated environments.
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## The Logbook

**Got ideas for an upcoming issue?** Send us your comments: [pminne@TripleHelixStrategy.com](mailto:pminne@TripleHelixStrategy.com)



The Medical Affairs AI TechKNOWlogy Dashboard is published by [Triple Helix Strategy](#). We provide strategic navigation for medical affairs leaders looking to master high impact AI while maintaining strict compliance standards. For consulting inquiries, or to discuss the capabilities mentioned in this issue, please contact us: [pminne@triplehelixstrategy.com](mailto:pminne@triplehelixstrategy.com) or 303-219-0303

**Vendors:** want to feature your tool or service in a future issue? We offer a comprehensive compliance and strategic impact analysis for vendors seeking to demonstrate their readiness for the medical affairs environment. Please contact us for sponsorship: [pminne@triplehelixstrategy.com](mailto:pminne@triplehelixstrategy.com) or 303-219-0303

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