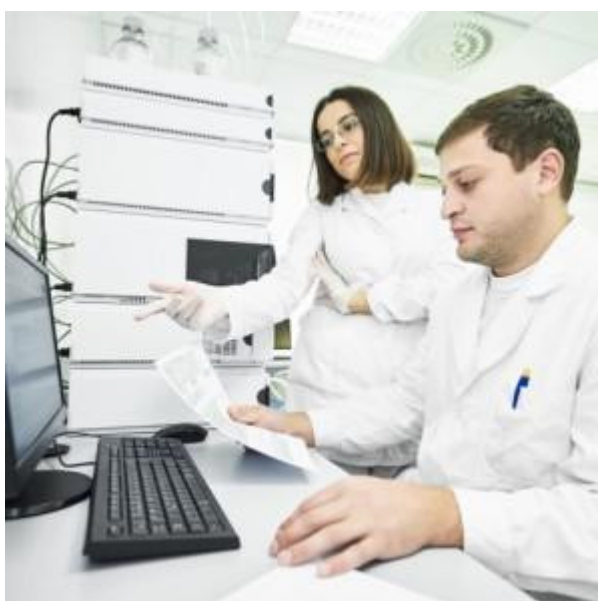# Five Ways That AI Can Transform Pharma Market Access

WhizAI is a personalised artificial intelligence (AI) platform that has the potential to transform the way pharmaceutical companies access the market. WhizAI is designed to provide a more efficient and customised customer experience for pharmaceutical companies, making it easier for them to identify and target potential customers. This could result in increased sales and greater profitability for the company.

- AI can help create a more efficient and transparent pharmaceutical market.
- It can help identify new and innovative medications faster.
- It can help identify best practices for drug development.
- It can help improve communication between pharmaceutical companies and patients.
- It can optimise the clinical trial process to better reflect real-world conditions.

What is AI and why is it important for the [pharma market](#)?
Artificial intelligence (AI) is a subset of machine learning, which refers to a class of techniques that allow computers to achieve goals by analyzing data. Machine learning algorithms are based on the premise that given enough data, a computer can figure out how to solve problems for itself. This means that AI can be used to analyse and interpret data sets in order to make decisions. This includes things like predicting outcomes or prescribing medications.

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