



End-to-End AI Strategies for Medical Conferences

Medical conferences are essential for sharing scientific breakthroughs but pharma teams often struggle with the demands of congress preparation and managing massive amounts of insights generated from a single event.

Artificial intelligence (AI) is emerging as a valuable support tool to reduce conference burdens, help teams streamline planning, lower manual workloads, and turn data into more actionable insights faster.



High engagement. High data volume. High stakes for getting it right.

Medical congresses are not just events, they are critical inflection points in the clinical data journey. They are where physicians engage with experts and review emerging evidence that may shape care well before full data publication. AI helps medical teams capture what matters in the moment, connect signals across sessions and stakeholders, and carry insights forward after the meeting so the right evidence reaches HCPs faster and with greater accuracy.¹

80% of US physicians attend at least one medical conference annually, spending 12 to 21 minutes at each booth.²

6,000 is a typical number of abstracts at a major oncology conference.³

33% of clinical trials published in high impact journals were featured in conjunction with conference presentations.⁴

10.9 months was the median time to publication in one review of infectious disease content.⁵

AI Transforms Traditional Conference Preparation¹

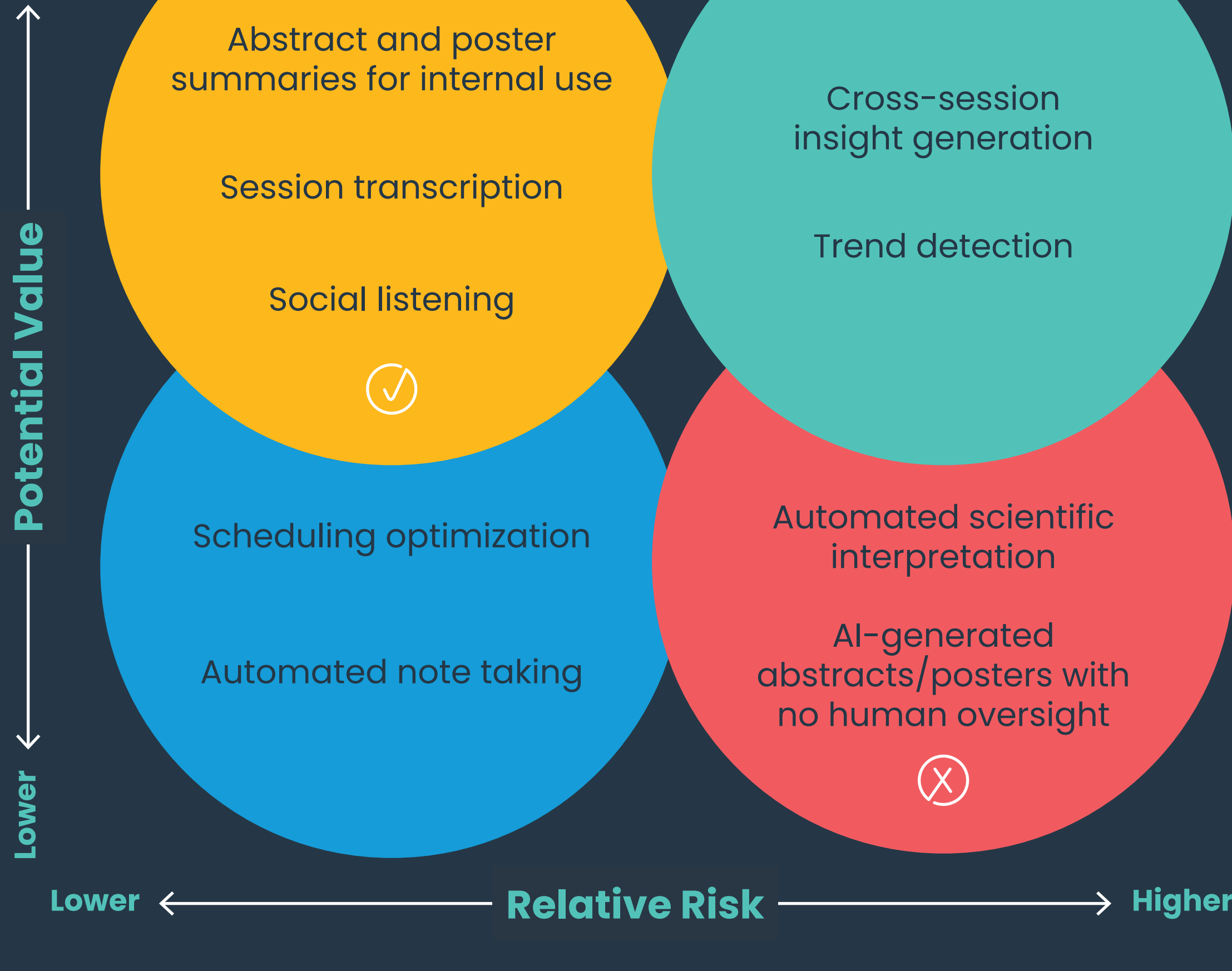
Agenda Intelligence	Traditional Processes	AI Enhanced Approaches
	Teams manually review agendas across multiple tracks and hundreds of abstracts	Analyze full agenda across all sessions, posters and abstracts
	Rely on quickly outdated, list-based spreadsheets	Use real-world business information as AI context to tailor session selection
	Risk missing relevant sessions due to volume and overlap	Map sessions relevant to brand, disease area, or strategic priorities
	Limited ability to revise on-site plan once conference begins	Flag high-value sessions based on therapeutic and business objectives
		Enable dynamic reprioritization during the event

Session Prioritization	Traditional Processes	AI Enhanced Approaches
	Field teams divide and attend sessions based on availability	Prioritize sessions based on relevance, competitive signals, and scientific impact
	Prioritization often relies on speaker reputation or known competitors	Optimize coverage plans across teams based on expertise, role, and calendars
	Manual note taking with variable quality	Capture and summarize key insights in near real time

Stakeholder Identification	Traditional Processes	AI Enhanced Approaches
	Based on KOL lists and known relationships	Map and prioritize the full stakeholder ecosystem, including presenters, authors and attendees, utilizing institutional and historic knowledge
	Limited visibility into new or niche influencers	Identify emerging KOLs based on publications, trial activity, social media/influencer
	CRM and manual segmentation	

Evaluating AI Use

From automating routine tasks to uncovering cross-conference insights, pharma teams should prioritize AI applications based on potential impact and scientific accuracy while maintaining human oversight to minimize the risks for potential AI-generated errors that could impact scientific integrity, compliance or decision-making.



Smarter Conferences with AI Strategies⁶

- Evaluate session success:**

AI tools can generate congress heat maps to show which sessions gained the most attention across HCP social channels within hours of sessions ending.
- Improve insight capture:**

AI can identify key claims and scientific themes, link supporting references and organize findings into structured outputs to help teams extract relatable insights from conference sessions faster and more efficiently.
- Reduce workload:**

AI can automate or augment up to 70% of knowledge-related work tasks, taking over responsibilities like drafting poster summarization, and capturing session notes, freeing up pharma teams to focus on strategy.⁷
- Standardize insights:**

AI can synthesize large volumes of unstructured data at scale, enabling rich coverage across sessions and full poster hall coverage; it also improves speed and consistency of outputs from sessions, turning fragmented information into unified insights.

Ready to transform your medical conference strategy? Discover how Woven Health Collective can streamline your workflow, accelerate insight generation, uncover cross-session connections, and identify emerging trends across conferences.

For more information, please visit www.wovenhc.com or email insights@wovenhc.com.