ACCENTURE AT DATABRICKS HEALTHCARE & LIFE
AUDIO TRANSCRIPT

00:00:00 Speaker 1
All right. Just to conclude, today we have one more session and we're very much so looking forward to bringing.

00:00:07 Speaker 1
On stage 2.

00:00:08 Speaker 1
Fantastic individuals James Crowley as well as Michael Hartman. They're gonna be talking about the role of Gen. AI, but also how cxos are thinking about that as they go from here to there.

00:00:20 Speaker 1
So I'm going to welcome them both on stage and looking forward to your discussion. Thanks so much both.

00:00:32 Speaker 2
We'll go here. There we go.

00:00:38 Speaker 1
Hey everybody.

00:00:39 Speaker 3
So I'm Michael Hartman and I'm responsible for the regulated industries at Databricks. James, once you introduce yourself.

00:00:48 Speaker 2
Sure. Excited to be here. Hello, everyone. James Crowley. I'm responsible for seven industries within Accenture. We we serve 19 industries with seven of them, including including life sciences, but includes other industries like products like retail, consumer

goods, etcetera.

00:01:04 Speaker 2
So excited to be here. Look forward to.

00:01:05 Speaker 3
The conversations I mean, we're going to be talking about subjects you may have heard about before this thing called Gen. AI. It's all the rage. We're going to talk a little bit about data platforms and governance and how does it all tie together and the regulated industries, financial services, healthcare and life sciences, public sector.

00:01:25 Speaker 3
Everybody's talking about Gen. AI, right? But the outcomes don't matter.

00:01:29 Speaker 3
Unless we have found a sound foundation and some governance to go along with this, so we're going to just talk to James and pick his brain a little bit about what he's hearing out. First of all, question from the audience, how many people are working organizations where Gen. AI is being talked about by your C-Suite or your board raise your hands?

00:01:51 Speaker 3
All right, maybe I should have asked it the reverse and said how many or not James you're in.

00:01:56 Speaker 3
A lot of.

00:01:56 Speaker 3
These rooms advising customers, sea levels and boards of all the transformation, everything exciting coming with Gen. AI. What are you hearing about transformation? How does Gen. AI play a part in that?

00:02:09 Speaker 2
Sure. Great question. I'll start a little bit with the backing up into some of our views on industry and transformation and industry. I think generally speaking, we feel most industries are are experiencing an unprecedented amount of change in.

00:02:26 Speaker 2
Much of that driven by changing customer expectations, profitability, pressure, changes in growth aspirations. You know, some of this obviously came out of the pandemic, but it's sort of extended well beyond that with some of the geopolitical uncertainty, the economic environment and and.

00:02:44 Speaker 2
Continuing so our general belief is that the the pace and need for reinvention is is accelerating.

00:02:53 Speaker 2
And that's substantiated by all of our research. Interestingly enough, the the number one reason why it is accelerating, 79% of executives would cite technology as that that lead factor that drives that. So and then you can to your point, when you when you ask the question, you think about.

00:03:12 Speaker 2

Gen. AI and the impact and the conversation happening around the.

00:03:15 Speaker 2
I mean, you just start to look down the stats and it's quite, quite compelling. With that opportunity is with Jen AI and I feel like it just sort of dumped a bunch of fuel, if you will, on this, this entire reinvention era that we're headed into. If you take, you can take an example like if you take marketing 56%.

00:03:35 Speaker 2
Of hours in marketing can be impacted by Gen. AI. I mean that's a massive amount when we when we survey executives at least one and two would say that they're embedding Gen. AI or have plans to embed Gen. AI in their product or service.

00:03:51 Speaker 2
If we look at life Sciences specifically, an industry I play in, there's probably 14 to 20% minimum in productivity gains that can be captured through Gen. AI. So the net is the the impact is quite, quite big. It's there. I think the the thing that's hard and part of the thing we try to get our.

00:04:10 Speaker 2
Heads around with our clients is it's just so pervasive, pervasive. It's a little.

00:04:14 Speaker 2
Bit of it.

00:04:15 Speaker 2
Can be sort of overwhelming on where to start.

00:04:17 Speaker 2
If you will, but we're sort of encouraging our clients to be honest, to get on a path and you know our belief and our

commitment to our clients is if you're, if you're serious about it and you're on a path to reinvention that you can, you could probably capture the benefit across your organization at least 75% of your operations over a three-year horizon.

00:04:38 Speaker 2
You need to start now. Now that will continue to evolve. We get it, but you need to. You really do need to start now and you do need to.

00:04:44 Speaker 2
We're thinking a little bit differently, which we'll talk about.

00:04:46 Speaker 3
Yeah, I mean it's it's amazing that's gone on in the last year was only a year ago. Yeah, where ChatGPT hit November and you know, all of a sudden everything that was aspirational. Everybody wanted to talk AI. Yes. Leave the strategy just a couple years out and now this year with 10 AI.

00:05:04 Speaker 3
Everything is just accelerated.

00:05:06 Speaker 3
Until this year.

00:05:08 Speaker 3
There's been a lot of trying, right, a lot of pilots and a lot of figuring out what is going to happen, how we're going to apply it to your point, it can be overwhelming.

00:05:18 Speaker 3
Running now, their budgets being put aside, Sir, right and now it becomes real because people have budgets, we're committing to it. And so how do they begin to think about showing value from

leveraging Gen. AI and data platforms?

00:05:34 Speaker 2
I think I think a big component of showing value will be.

00:05:38 Speaker 2
This pivot that needs to occur from.

00:05:41 Speaker 2
We heard the term. We hear the term use case a lot and prototype we you know, we're going to have to make a bit of a pivot out of that mode into looking at more more end to end transformation in certain areas. And I can talk and look use cases prototypes they serve a purpose, they serve a learning purpose they serve.

00:06:01 Speaker 2
An experiment purpose. They certainly helped show the art of the possible, but from our perspective that that's not what is going to drive some of the transformational value that you can achieve. I think I think.

00:06:13 Speaker 2
To bring it to life, I can. You know, if I spend a lot of time in the marketing area, yes, we can tackle creative with Gen. AI. But it's only when you tackle creative the derivative part of the creative process, the copy edit part, the translation part, the market specificity part, all of which can be impacted by Gen. AI. It's when you look at it.

00:06:35 Speaker 2
With that end to end lens and then reshape the way that work gets done, I think that's where where real value and substantive value will get on.

00:06:44 Speaker 2
And that's a little bit of where where our

thinking is going, which is you know, how do you how do you have conversations with clients and start to sort of if you will widen the aperture, it can't be the entire value chain, but it needs to be a substantive component of the value chain. How do you make sure that there's real P&L opportunity attached to?

00:07:04 Speaker 2
What you're trying to achieve, and then how do you maintain a mindset around scale on your budget point? I I do think it's, you know it is promising like we we see 74% of executives expect to increase their AI related spend that was 50% last year, so.

00:07:20 Speaker 2
Again, we see more executives feeling the need to put more money into this space, which is great. But but the the the, the, the sort of opposite of that is when we think about capabilities like databricks we know.

00:07:35 Speaker 2
Only 5 to 10% of our clients we would say are have a mature data and AI foundation and that you know, I mean the other side of that equation is to 90%. So there is a lot of opportunity you know in this space going for.

00:07:50 Speaker 3
Yeah, I mean it's it's we've been through.

00:07:53 Speaker 3
These transformation changes in different shapes and forms in the past, right? You know cloud transformation in and of itself, people just migrated data, they took it from on Prem. They put it into the cloud and sometimes it's been great.

Sometimes it's created escalating costs because they didn't think about what that foundation.

00:08:09 Speaker 3
Can be right, everything is moving so fast right now. Everybody needs a strategy. Everybody needs to report to their sea level on their board.

00:08:18 Speaker 3
While they're doing this, how do they think about it the right way about setting the foundation and giving themselves the ability to scale for the future? Because there's stuff that you know is going to come. They don't know what it is. So how do they protect themselves?

00:08:31 Speaker 2
I mean, I think it's a little bit from my perspective why the individuals in this room are all here. I think this this foundation concept and how you create a strong found.

00:08:40 Speaker 2
Nation is is critical. I mean the link House architecture is a great, great example that's a it's a strong foundation capability. It can handle things that are very simple data pipelines all the way to large language models that it does things end to end, right. So you can think about how you're ingesting processing.

00:09:01 Speaker 2
Governing, analyzing, computing, and I think that's part of.

00:09:07 Speaker 2
What? What? It's going to take? I mean we have we talked a lot about the digital core and sort of modernizing, if you will your your digital core and a big component of that,

that narrative and that, that, that conversation is about the the data and AI component and really building something that's a lot more robust.

00:09:28 Speaker 2
A lot more.

00:09:29 Speaker 2
Open, you know cloud based that can that can handle the needs of the organization and that can scale with the needs of the organization. We think we think these needs will scale especially as and we'll we'll talk and we're going to talk about talent later in the conversation. But as talent sort of evolves with this, I think the usage of this these capabilities.

00:09:51 Speaker 2
Scale. I know from an eccentric perspective that it's also forcing. It's a good example. We're forcing us to evolve some of what we can do and bring to a client.

00:10:00 Speaker 2
You know, we just launched, we launched a couple of things. We launched our switchboard architecture. So think about this as an architecture that that sits across large language models. The importance of that is we can help clients evaluate how models perform against the same prompt and what's the cost and quality implication of that. And again, when you talk about foundation.

00:10:20 Speaker 2
That's a that's a good foundation capability because we expect our clients to be operating in kind of a multi large language model environment. We're doing a lot on the learning front with the Stanford Institute because we think there'll be a massive

upscaling. We're looking at some of our managed services capabilities because.

00:10:38 Speaker 2
You know, there's a.

00:10:39 Speaker 2
Kind of. You know, operations opportunity in this space, we're upping our cotton. So I think to your point it's it's sort of the foundation needs become real and they are now I think the ecosystem, if you will, the date of births, the eccentrics are starting to rally around that.

00:10:59 Speaker 2
Really building out and driving the robust. This is our of our capability that we can help clients with. But I do think it will take some time and then there'll be choices on where you where you place some of these pets.

00:11:10 Speaker 3
Yeah, I mean.

00:11:11 Speaker 3
Michael Sankey talked about it before.

00:11:14 Speaker 3
The outcomes are great where the outcomes aren't based on a strong data foundation for all your data, your structure and your semi structured, you're unstructured, right. The outcomes aren't going to be the outcomes that are desired and so everybody wants to get to them. So getting that foundation sound is obviously important.

00:11:27
Move.

00:11:34 Speaker 3
Well, there's also these things called

regulators, right and.

00:11:38 Speaker 3
The regulated industries.

00:11:41 Speaker 3
Access control lineage governance in general. I know you and I have talked a lot about what we're hearing out there. Talk a little bit about the views of governance and how important it is as everybody's planning their strategy.

00:11:54 Speaker 2
Yeah. So, so there was a comment made.

00:11:57 Speaker 2
Thought.

00:11:59 Speaker 2
The last panel just about trust and you know.

00:12:03 Speaker 2
We've all operated.

00:12:05 Speaker 2
These industries for a long time, health and life sciences specifically and I think we all come from a, you know, I remember times when we would we would be working with executives and convincing them that they're as much a product based industry as they are and an information based industry and that information is used to you know on the pharmaceutical biopharmaceutical.

00:12:25 Speaker 2
That it's used to demonstrate outcomes.

00:12:27 Speaker 2
In the health or payer side, it's used to help prove which pathways of care are optimal at

a cost and efficacy basis. So at some level, while we provide care, we create products. It's it's really the information that's behind those that validates that those are the right things to do and that that to me is an important starting point.

00:12:47 Speaker 2
Mental model for why information in health and Life sciences is so important and and that ties to the trust point. You've got to get the trust point right too, because that cascades down into your claims. The way you deliver care, why you deliver care certain way, etcetera. So.

00:13:06 Speaker 2
And with that, I mean, you know it's it's interesting when I you know I think about to your point on governance, you know governance to me used to be you know that that was MDM, it was an operating model change, it was a it was a a monthly cadence. It wasn't you know now it's it's it needs to be.

00:13:25 Speaker 2
So much more robust than that, so much more robust. It's it's the observability, it's traceability, it's act tension. And I mean unity is there needs to be a much.

00:13:40 Speaker 2

Technology much deeper, more robust, wider capability that sits behind that to get this right, especially as information travels in the organization, especially as 10 AI starts to create information in the organization and you know so, so governance, I think the governance conversation for us.

00:14:01 Speaker 2

Is absolutely increasing. It needs to be front and center. It needs to be.

00:14:06 Speaker 2
From a live.

00:14:06 Speaker 2
Perspective recognized component of when we have a.

00:14:10 Speaker 2
And data and AI architecture conversation. It doesn't need to be an afterthought. It needs to be a a block on the page that sits equal with, you know, environments and other things. So for us that's that's what we're trying to do. But but it's going to take some time to get there. But I will say the governance conversation has has.

00:14:29 Speaker 2
Substantively uptick and and we're excited by that. And I think that's a place for, you know, this, this entire room to play.

00:14:38 Speaker 3
So everything's moving fast, yeah.

00:14:43 Speaker 3
We talked about getting a sound foundation. We talked about the importance of governance and governing the data properly. While you're setting this up and the outcomes and everything's moving so fast that some of our organizations can't necessarily move at the warp speed that we want. So change management, but things have been challenged, talent management.

00:15:02 Speaker 3
Becomes a big challenge. Talk about your views on how you handle change management and and the talent that we needed to.

00:15:09 Speaker 3
Help with this.

00:15:11 Speaker 2
Yes. So I think I think when we when we talk about talent and if I go back to where I started, you think about going after a process more and and unlock value you don't, you do not achieve that without addressing the talent component of the equation. So it becomes it's it's a really important part of what we're trying to say.

00:15:31 Speaker 2
For, I think you know you can think about talent in two ways from my perspective. One is talent in the context of the work and how talent reinvention will happen in the different opportunity areas. And it might be worth just just double clicking on that and then we can think about sort of how we how we deal with change management and frankly the workforce to be honest and what we do around that.

00:15:51 Speaker 2
On on the talent itself, I mean, you know, we've done massive studies on kind of hours impacted by Gen. AI. And I think it's it's really interesting to to to look at and and even double click into some of those because it's it's insane.

00:16:06 Speaker 2
So we could look at these industries and we could say, you know, we think 40% of the hours can be impacted overall by Gen. AI. But then you start to think about well, what about in a more enterprise function oriented talent areas. I think finance think HR even think marketing.

00:16:27 Speaker 2
I would put that in that category, the.

00:16:29 Speaker 2
Opportunity actually goes up.

00:16:31 Speaker 2
It's 50%, but then we we divide that opportunity into two components in.

00:16:35 Speaker 2
To into automation and augmentation, and in that space you know on that talent base, the automation opportunity is significant is is substantively more, it's like 30% of the equation versus 20% of that 50. But then you go and if you pivot into some of the roles in our industry.

00:16:55 Speaker 2
The bioscientists.

00:16:56 Speaker 2
The chemists, you know the the high, I would say high science, heavily oriented towards some of the you know the the either the care delivery aspect of this or the drug discovery and drug development. The total opportunity actually goes up goes up closer to 57%. So there's more opportunity.

00:17:17 Speaker 2
In our view for Gen. AI capability with some of the more industry specific roles. That said the the bigger portion of that equation is not the automation, it's the augmentation and that's where I think that's where this gets really exciting. When we get into.

00:17:36 Speaker 2
How can you use Gen. AI to generate protein models etc. And then where can you look for potential opportunities to bind, etc. So that's that's the exciting part. So that that is a lens we are applying to all our industries because I think you almost have to get into the different roles.

00:17:56 Speaker 2
And start to unpack those impacts and really understand where is work coming out versus where is work being augmented. If you pivot to and and you you ask a great question around the change management aspect of it. I think I think it's an exciting time.

00:18:12 Speaker 2
For for this area, for many of our clients.

00:18:17 Speaker 3
The.

00:18:17 Speaker 2
Good news is that you know, basically we have a lot of executives that understand the opportunity and they they they feel like the opportunity is more about augmentation than automation, which I think is the right way to think about it.

00:18:32 Speaker 2
We, we've, we've.

00:18:34 Speaker 2
I mean, there's a lot of scariness that all works going to go away or there's a lot of jobs, but I would say 84% of executives believe that the real opportunity here is to augment their workforce and and I think that's that's that's that's a good place to, to aim and to target. I think the other thing that's that to me is very compelling is that.

00:18:54 Speaker 2
We believe probably two and five people will need to be re skilled quite heavily in this new world and that gets to that's a that's a big change management challenge as you and it's a huge

opportunity.

00:19:06 Speaker 3
It's a big opportunity.

00:19:10 Speaker 2
Imagine that like every two in four people at any particular company needing to be re skilled. And frankly, it may even be more than that because it may be not being re skilled across everything I do, I may need to be re skilled across you know a certain component of what I do back to this, this augmentation point. So I think the talent for me, the talent.

00:19:30 Speaker 2
Aspects are exciting I think, and that's where a little bit when we get back to.

00:19:34 Speaker 2
You know, some of the commentary on scale versus experimentation. This is where I think experimentation plays a great role. Like, I think experimentation plays a great role as it relates to getting, you know, organizations, departments, operations, understanding of the potential impacts and starting to engage, starting to learn, etc.

00:19:55 Speaker 2
I don't know if it's it's it's not to me. The pathway to unlocking the big value, but it's certainly a pathway to starting to get your people down a path. And I think that's that's also exciting.

00:20:08 Speaker 3
Amazing site insights, amazing thoughts, anything else you want to leave the audience with?

00:20:17 Speaker 2
You know, I would I.

00:20:19 Speaker 2
Just a couple of things. I mean one, I I feel like this is for me this is a this is a super exciting time. I think if you're in this space and operating in this space, this is really exciting and it's something and it's kind of a moment in time if you will and something that I think for people who operate in the space that we do a.

00:20:39 Speaker 2
Real opportunity to unlock new value too. I do come back to the more holes.

00:20:45 Speaker 2
Stick we can think about some of these things and really bring the technology and the work aspects and the talent aspects together. I think that's the right place to go.

00:20:56 Speaker 2
The data I would I would encourage all of us to really elevate not just the the foundation role of data and the capability of DATABRICKS and.

00:21:07 Speaker 2
In this space it also this data governance piece. I think that will become an increasingly important component of this because the other thing I think people forget on that that that side of the equation is it's not and and we might need to even think about a new name for it in my mind because because the governance implies.

00:21:27 Speaker 2
Always implies a level of control. You know you're holding something. You're a little bit of policy like, I think of words like policy control process.

00:21:36 Speaker 2
I actually think that capability is also it's scalable, so it can be it can play a role in the talent point that we just talked about and getting more people engaged in this. It's also can be a source of innovation. I don't think we we know all the assets that we want to put together and the power of how that will work and I think.

00:21:59 Speaker 2
When we get a strong governance foundation that enables that. And lastly, for many of our organizations and for industries that don't necessarily do always a great job of protecting their assets, these are going to be real assets to to many of our.

00:22:13 Speaker 2
Clients. So I think that data governance piece, we all have to to elevate. And then lastly, I think the talent, the talent question is an important one. So I'm excited though personally I'm personally excited about this. It is it is also a you know we like to think of in our roles. We always have to be curious, intellectually challenged. You're always trying to figure out that.

00:22:35 Speaker 2
New thing I think this is a big learning opportunity as well for many of us and a little bit of a retooling opportunity. So I'm I'm personally excited by that, but, but yeah, those those would be a few of my closing thoughts though.

00:22:49 Speaker 3
Well, since we have the Nvme position of sitting between us and social networking and drinks, what we are going to do is any questions we'll take out to the networking piece. Everybody can come up. You've been a great audience. Thank you for spending

the.

00:23:03 Speaker 3
Day with us.

00:23:05 Speaker 3
If you're streaming, we have not forgotten about you. You can send your questions, promise you answers.

00:23:10 Speaker 3
But I appreciate everybody's time. We'll turn it back over to Adam and James. Thank you for your insights.

00:23:14 Speaker 2
Absolutely. Thank you, Michael. Appreciate it.

00:23:18 Speaker 1
Pending.

00:23:22 Speaker 1
James, thanks so much. We appreciate it. Well, this is Michael mentioned here. Now it's time for the fun. So thank you so much for spending your time with us today. We greatly appreciate it. We hope you've taken at least one key thing away from some of the presentation.

00:23:37 Speaker 1
I think for me the most important thing is it's all about unifying all of your data in a single place, securing and governing it, which we just heard about from James as well as Julie a little bit earlier. We heard we're gonna find from from from Dave Clifford.

00:23:51 Speaker 1
Increasing it with intelligence, which Mike alluded to earlier with the data intelligence platform and then sharing

it across the ecosystem, which NAV as well as Jeff had touched on a little bit as well.

00:24:02 Speaker 3
Thank you for.

00:24:03 Speaker 1
The time we're going to conclude the healthcare Life Sciences Symposium, take care and have a great afternoon. Bye now.