



AI in action for life sciences

From experimentation to execution:
Embedding AI across the value chain



The era of artificial intelligence (AI) experimentation in life sciences is over. As organizations shift from pilot programs to enterprise-wide scale, recent **KPMG Pulse Survey data**¹ reveals a massive acceleration in investment, rapid deployment of AI agents, and a fundamental shift toward a collaborative human AI workforce.

The investment surge

Projected AI spending
\$114M to \$207M



ROI and investment

Average projected investment over the next 12 months jumps sharply to

Q1 2026
\$207M

Nearly 2x the projection in the first quarter (Q1) of last year.

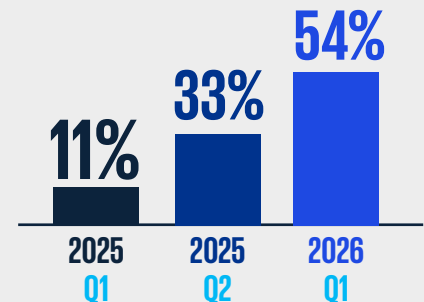
Q1 2025
\$114M

The rise of AI agents

AI agent adoption growth
11% to 54%



AI agent adoption is on an upward trajectory, with organizations increasingly integrating agents into business functions, processes, and teams.



Humans and agents working together

87% Upskilling
63% Human validation



(1) KPMG U.S. (2026). AI quarterly pulse survey.

Enterprise AI spending has nearly doubled in the last year. Two thirds (67 percent) of leaders confirm AI remains a top, recession-proof investment priority.

AI is a recession-proof investment priority

67% of leaders report AI will remain a top investment priority for their organization, even if a recession occurs in the next 12 months.

Over half of organizations have now integrated AI agents directly into day-to-day business functions and processes. Success requires human-in-the-loop governance: 87 percent of leaders are upskilling staff, and 63 percent mandate human validation of AI outputs.



The challenges of AI adoption

As life sciences organizations move from AI experimentation to enterprise execution, success depends on overcoming several interrelated challenges:

- **Data, technology, and integration barriers:** Fragmented data environments, legacy platforms, and limited interoperability make it difficult to embed AI reliably across end-to-end, regulated workflows.
- **From pilots to scalable execution:** Many initiatives stall due to unclear integration paths, inconsistent return on investment (ROI) measurement, and operating models not designed to support AI at enterprise scale.
- **Workforce readiness and adoption:** Skills gaps, evolving roles, and change management challenges can slow adoption, requiring deliberate upskilling and clearer definition of human-AI collaboration.
- **Governance, trust, and risk:** As AI agents take on more responsibility, strong human-in-the-loop oversight, model governance, and regulatory alignment are critical to maintain trust and decision quality.

Addressing these challenges requires a more integrated approach—one that brings together AI capabilities, human oversight, and governance within enterprise operating models.

Where AI is generating measurable value in life sciences

Life sciences leaders are shifting from AI experimentation to targeted business outcomes. They are prioritizing established, embedded AI solutions that deliver measurable impact across three mission-critical pillars:



New revenue

Accelerating speed to market, optimizing pricing, and unlocking commercial growth across the product lifecycle.



Operational efficiency

Streamlining complex workflows and automating routine tasks across finance, clinical operations, and supply chain.



Risk and trust

Ensuring strict regulatory compliance and decision quality with enterprise-grade data controls and governance.

Established solutions for real business challenges

KPMG AI solutions demonstrate how we translate these strategic imperatives into deployed, enterprise-grade capabilities. By embedding AI into existing platforms and operating models, we enable leadership teams to target investments and capture immediate, measurable value across the enterprise.

KPMG AI LabelWise: GenAI for life sciences labeling

KPMG AI LabelWise applies generative AI (GenAI) to the most complex and risk-sensitive elements of the labeling process—improving efficiency, accuracy, and compliance.

Capabilities include automated data consolidation, AI-assisted content creation and proofreading, accelerated translation, and smooth integration into existing labeling workflows.

Value driver: Postimplementation, this offering has the potential to drive up to \$40 million in annual benefits across the organization.

New revenue

Operational efficiency

Risk and trust

KPMG Health Authority Inquiry

KPMG Health Authority Inquiry (HAI) accelerator is designed to streamline the inquiry process.

Assisted by AI, HAI automates the inquiry intake and helps classify and assign questions to the right subject matter specialists. Insights from similar past questions and responses are easily available to aid in response generation.

Value driver: Within just three months of go-live at one client, the solution successfully processed over 3,500 HAIs and supported more than 1,000 regulatory end users across the globe—transforming compliance operations.

New revenue

Operational efficiency

Risk and trust

KPMG Digital Finance: AI-powered finance platform and managed service

KPMG Digital Finance combines technology and managed services into a scalable, AI-enabled finance platform.

AI is embedded from the start—automating reporting, accelerating close cycles, and delivering predictive insights that support faster, more confident decision-making.

Value driver: KPMG enabled a rapid TSA exit for a medical device spin-off by designing a future-state finance delivery model and consolidating hundreds of legacy systems into an integrated SAP ERP environment. By rapidly standing up independent back-, middle-, and front-office processes across more than 20 global locations, we successfully transitioned the organization off its parent company's infrastructure and positioned the newly independent entity with an agile, scalable financial foundation.

New revenue

Operational efficiency

Risk and trust

KPMG Pharma Commercial Contracting Automation (CCA) accelerator

KPMG Pharma Commercial Contracting Automation (CCA) accelerator is an AI-enabled solution designed to streamline the entire pharmaceutical contract lifecycle.

It simplifies third-party management, enhances collaboration, and drives efficiency through automated workflows and data-driven insights.

Value driver: A global pharmaceutical manufacturer modernized and unified its end-to-end commercial contracting ecosystem using a low-code, AI-enabled platform—delivering approximately 2,000 hours of annual time savings, eliminating more than 100 hours of manual key performance indicator compilation, and significantly improving operational efficiency across contract management, audits, disputes, and financial planning. The solution increased financial forecast accuracy to within 2 percent of actual spend and provided real-time visibility and analytics that accelerated decision-making and reduced risk across highly regulated commercial operations.

New revenue

Operational efficiency

Risk and trust

KPMG AI-powered pricing strategy and intelligence

KPMG AI-powered pricing strategy and intelligence solution uses a large language model as the intelligent core to analyze data, model scenarios, and guide pricing decisions for pharmaceutical and medical distribution organizations.

Capabilities include deep analysis of market, competitor, and internal data; models financial impacts of pricing scenarios; simulates market responses; and enables dynamic, value-based pricing execution with embedded governance.

Value driver: It enables faster, data-driven pricing decisions that increase profitability, reduce revenue leakage, improve pricing consistency and compliance, and strengthen market share through dynamic optimization.

New revenue

Operational efficiency

Risk and trust

KPMG Global Medical Device Tracking

KPMG Global Medical Device Tracking (GMDT) is a solution that replaces legacy systems to track medical devices end-to-end—from manufacture through patient registration, follow-up, and device end of life while meeting stringent global regulatory requirements.

Features include a cloud-based, scalable platform with integrated workflows, SAP data integration, OCR and document management, secure authentication, and process orchestration to support real-time device tracking, data visibility, and compliance across millions of devices and patients.

Value driver: At a recent client, it enabled sustained regulatory compliance (including FDA 21 CFR Part 821/11), protected up to \$2 billion in CRM revenue, reduced technical risk and operational complexity, accelerated onboarding of new products, and improved agility to adapt to evolving global regulations.

New revenue

Operational efficiency

Risk and trust

 [Click on the link to view.](#)

KPMG Contract IQ: AI-powered contract intelligence



KPMG Contract IQ combines extensive contract audit experience with AI and automation to continuously monitor contract portfolios.

Capabilities include identifying discrepancies, quantifying overspend, and enabling corrective action to reduce value leakage in real time.

Value driver: Through our AI-driven Contract IQ, KPMG is helping a major medical device company recover significant supplier contract leakage and improve compliance—turning manual audits into a scalable engine for commercial optimization.

New revenue

Operational efficiency

Risk and trust

KPMG aiQ eDiscovery

KPMG aiQ eDiscovery Toolkit is an AI-powered suite of litigation accelerators designed to streamline and enhance the wide-ranging eDiscovery process.

Integrated with leading platforms such as Relativity, aiQ automates time-intensive tasks across review protocol development, document review training, early data assessment, and deposition preparation.

Value driver: By combining GenAI, structured scoring, and intelligent summarization, the toolkit helps legal teams improve consistency, surface risk and insights earlier, and make faster, better-informed decisions—while maintaining accuracy, defensibility, and professional judgment throughout the litigation lifecycle.

New revenue

Operational efficiency

Risk and trust

KPMG Mystro: Human and digital workforce modeling



KPMG Mystro is an AI-driven workforce modeling platform that helps organizations orchestrate a total workforce—human and digital—by breaking work into tasks and activities and identifying where AI and automation deliver the greatest impact.

Mystro maps the transition and impacts from current state to future state and proposes alternative hybrid models, deployment sequencing, and the capacity and ROI you can expect along the way.

Value driver: KPMG Mystro enabled a global client to navigate industry disruption by modeling future workforce scenarios and identifying key automation opportunities across their value chain. This data-driven approach delivered actionable cost savings and a sustainable, prioritized roadmap for balancing short-term talent needs with long-term strategic goals.

New revenue

Operational efficiency

Risk and trust

KPMG Ignite | Blaze: GenAI-driven technology modernization



KPMG Ignite | Blaze accelerates modernization of legacy technology into cloud-native architectures using AI-powered methodologies, tools, and accelerators—reducing time, risk, and cost across the modernization lifecycle.

Powered by GenAI, Blaze transforms legacy systems into agile, cloud-native solutions and accelerates the creation of new digital applications by automating the entire software development lifecycle.

Value driver: Estimated economic impact is a 50 percent to 80 percent reduction in delivery and legacy system costs and 10x improvement in speed to market and migration timelines.

New revenue

Operational efficiency

Risk and trust

KPMG GenAI for Investor Relations and Market Intelligence solution

GenAI for Investor Relations and Market Intelligence automates the collection, extraction, and synthesis of earnings releases, call transcripts, and financial disclosures across competitors and peers.

The solution delivers faster, more consistent insights for earnings preparation, peer benchmarking, and investor communications—enabling investor relations and market intelligence teams to reduce manual effort; accelerate analysis within hours of earnings calls; and focus more time on value-added insights, strategy, and stakeholder engagement.

Value driver: For a recent pharmaceutical client, it reduced time spent synthesizing competitor insights by approximately 90 percent; enabled teams to analyze three to four times more earnings documents; reallocated four to five times more time to value-added analysis; and delivered more timely, relevant, and accurate competitive intelligence during critical earnings cycles.

New revenue

Operational efficiency

Risk and trust

KPMG Customer Onboarding Accelerator (Agentforce)

KPMG Customer Onboarding Accelerator is a prebuilt, Agentforce-powered accelerator that delivers a secure, automated, and omnichannel onboarding experience integrated with internal and external data sources.

The solution provides configurable agentic workflows, AI-supported chat, intelligent customer segmentation, compliance and credit checks, dynamic engagement journeys, application programming interface-based integrations, and real-time dashboards to orchestrate and optimize the full onboarding lifecycle.

Value driver: It accelerates time to revenue by cutting onboarding from 17 days to an average of 5 minutes, enables zero human touch on 70 percent of applications, increases submission rates to 88 percent, reduces drop-offs, and improves customer satisfaction through faster, frictionless onboarding.

New revenue

Operational efficiency

Risk and trust

[Click on the link to view.](#)

About our Healthcare and Life Sciences Group

We are one of the largest global providers of professional services to the healthcare and life sciences industry, spanning Strategy, Advisory, Audit, and Tax. With more than 6,400 dedicated industry professionals, we combine deep sector experience with proprietary tools and data-driven methodologies. Our team has guided numerous emerging biopharmas through their first launches, supporting clients as they transition from strategy through execution to measurable value creation.

Contact us

To explore how these AI-enabled solutions can be applied within your organization—and where value can be realized fastest—please contact:



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