vital event

Virtual | October 29, 2026

Webinar

1:00–2:00 PM ET

Trade in 2026 From Rear-View to Radar: AI, Data, and the Future of Pharma Trade & Distribution

Pharmaceutical trade and distribution remains one of the last commercial functions still run largely on reactive data, wholesaler reports, manual reviews, and spreadsheet forecasting even as AI reshapes demand management, channel analytics, and supply planning across the industry. As manufacturers close out 2026 and set 2027 trade plans, this session takes a practitioner's look at what has changed in trade data and AI this year. By examining what is real versus hype and what a modern "radar" view of the channel looks like, attendees will leave with a practical framework for assessing their own trade operations and a concrete set of questions to inform their 2027 planning.

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