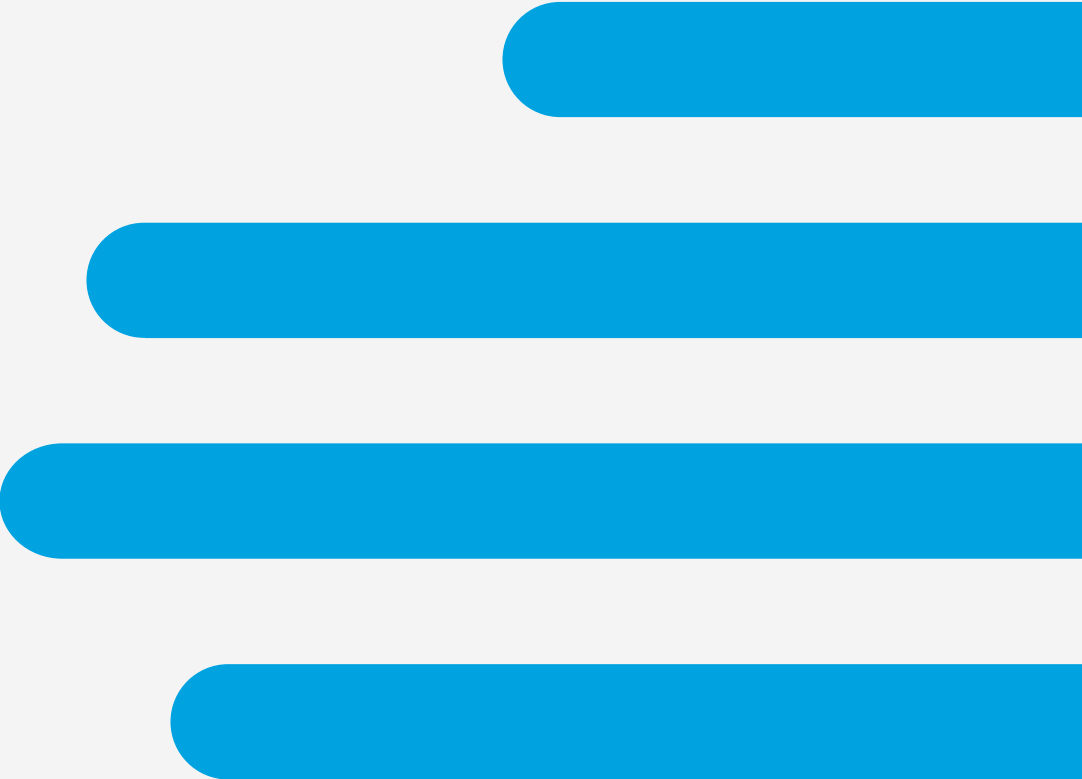


Finance: From Spreadsheets to Scripts and Beyond...

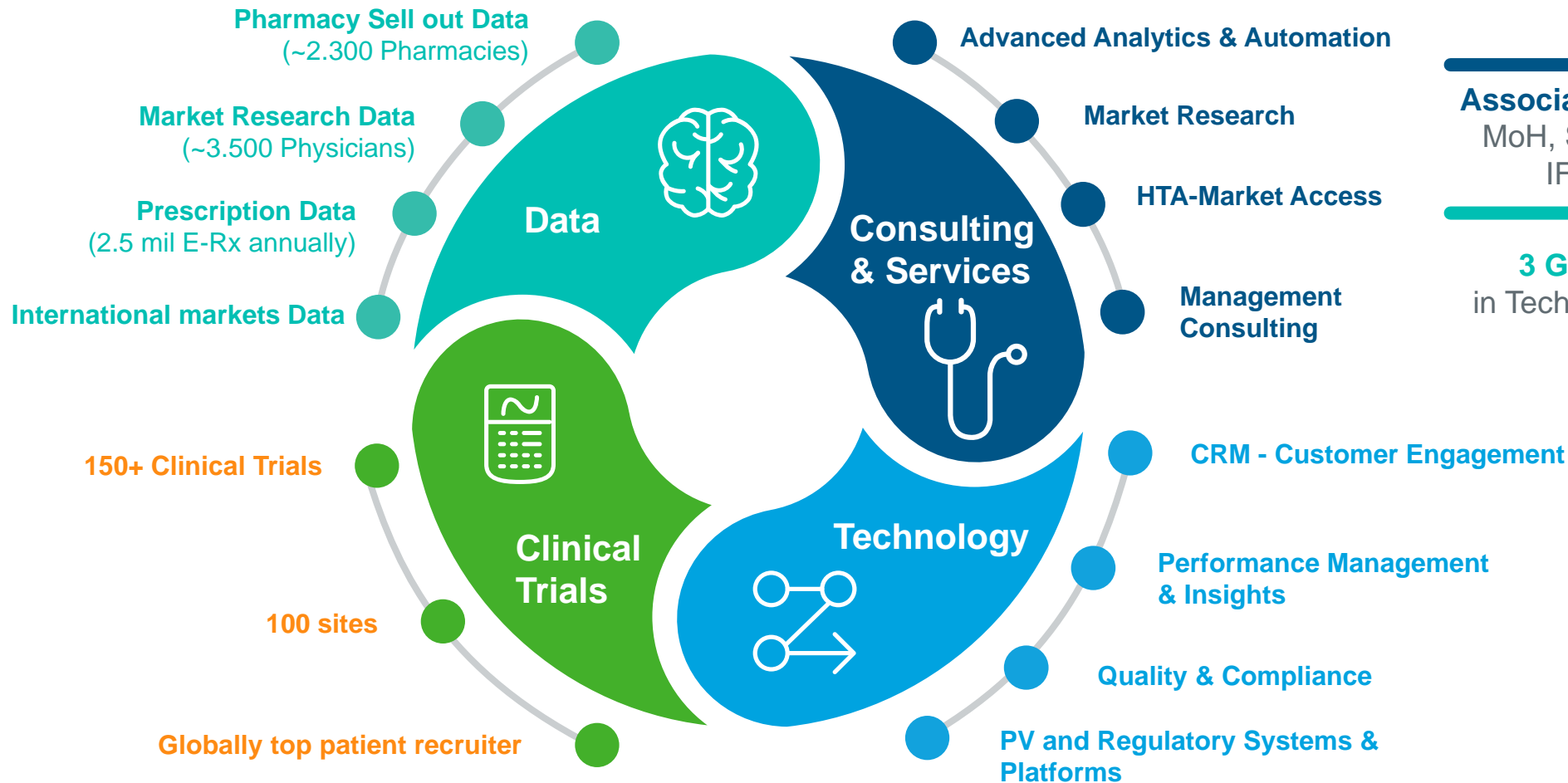
Vasilis Culla, Finance Director
IQVIA Hellas SA

IQVIA



IQVIA Hellas: Connected intelligence

Promoting Health among All Stakeholders via a broad network



Associations & Health Authorities:

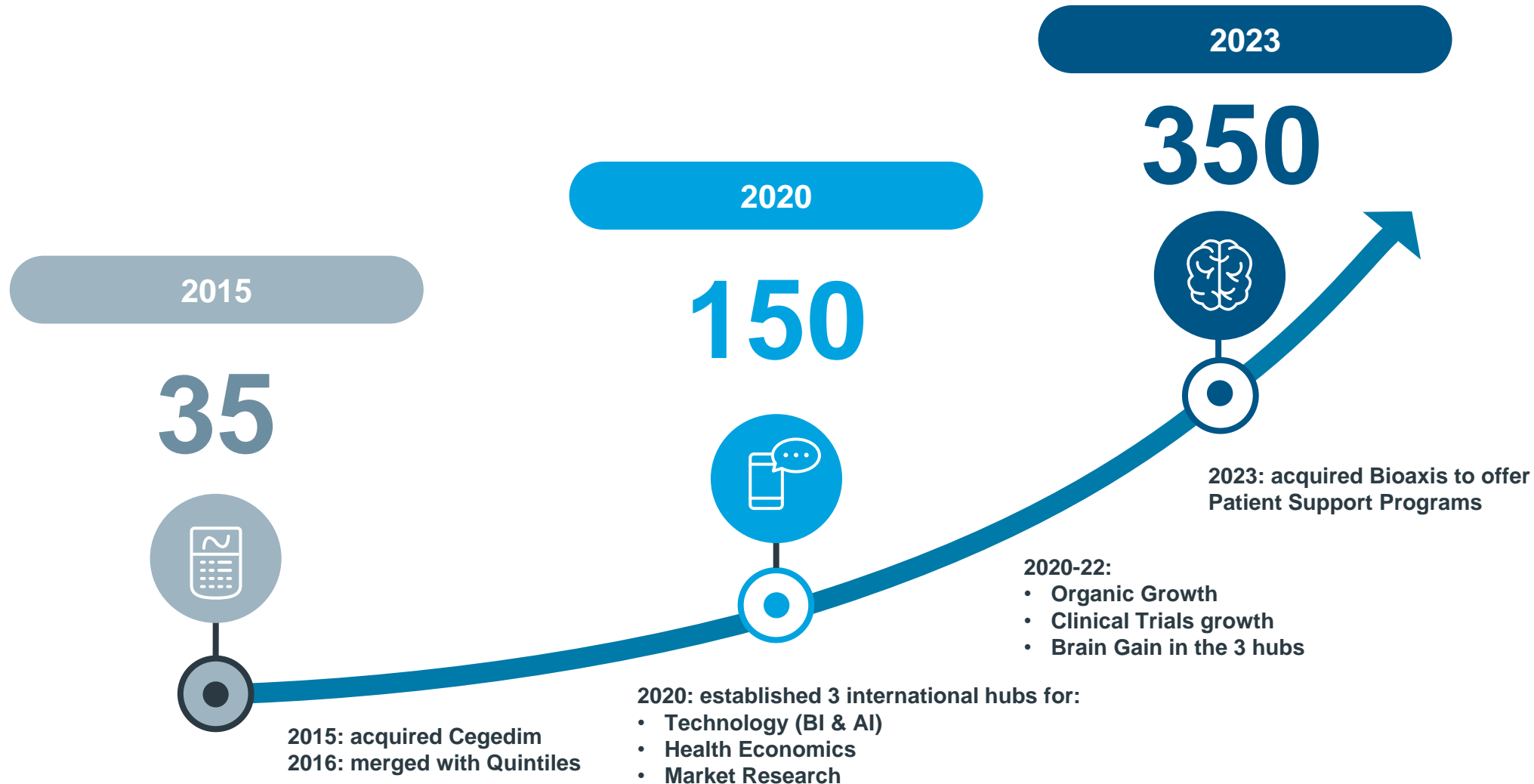
MoH, SFEE, PEF, PIF, PFS, EOF, IFET, ELLOK, EAE, etc.

3 Global & European Hubs

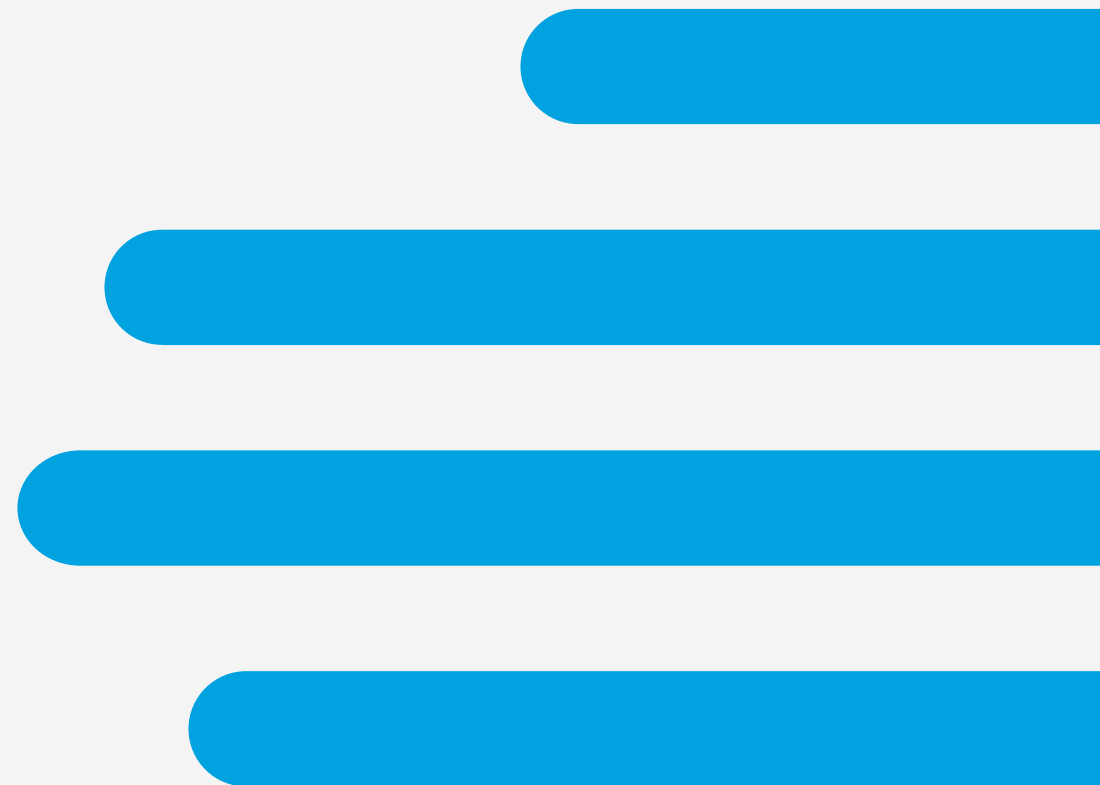
in Technology, Health Economics & Market Research

Employees: We grew by X10 since 2015, exceeding 350 employees

We materialize Brain Gain having attracted 46 talented Greeks from abroad.



Story time...



Automated projects in 2020-2021



AR reconciliation

- Monthly open balance reconciliation with clients
- Better visibility on cash collection dates



Invoicing

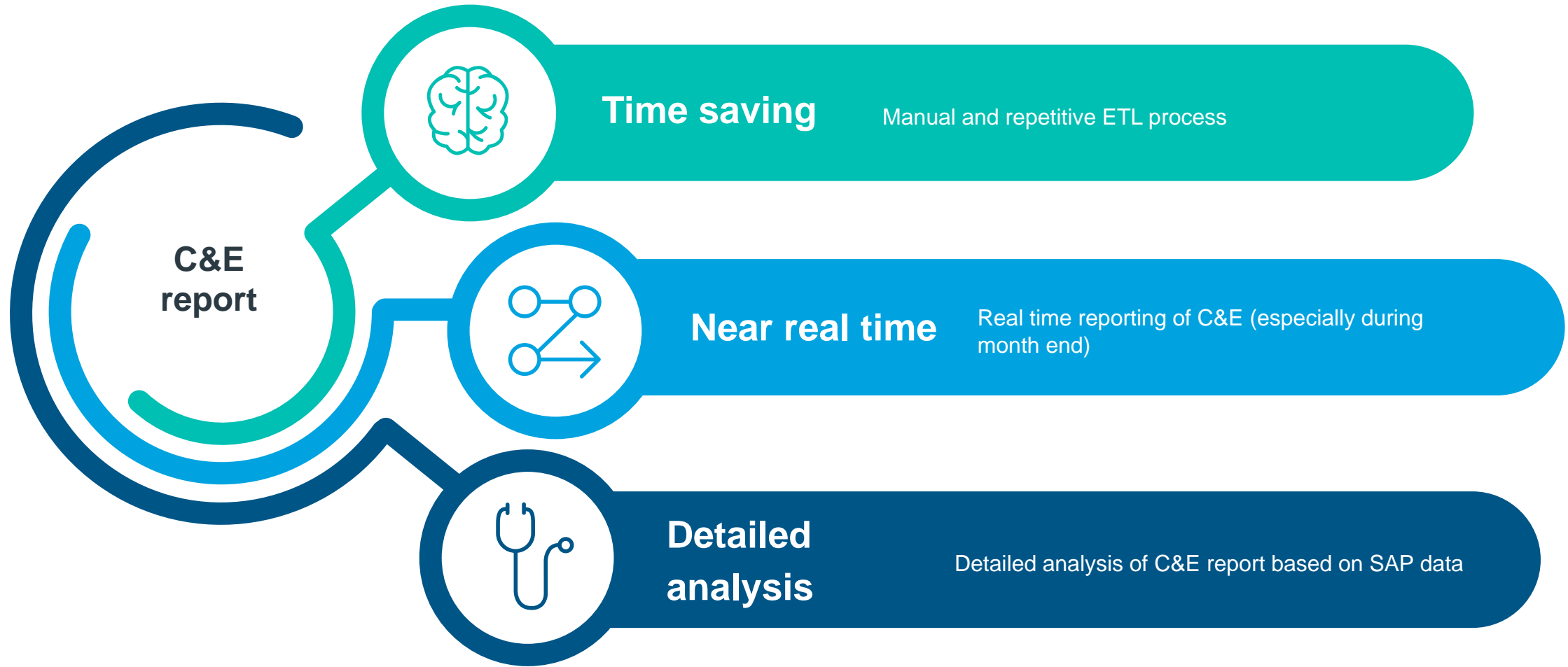
- Send via email invoices to clients
- Manual process till then



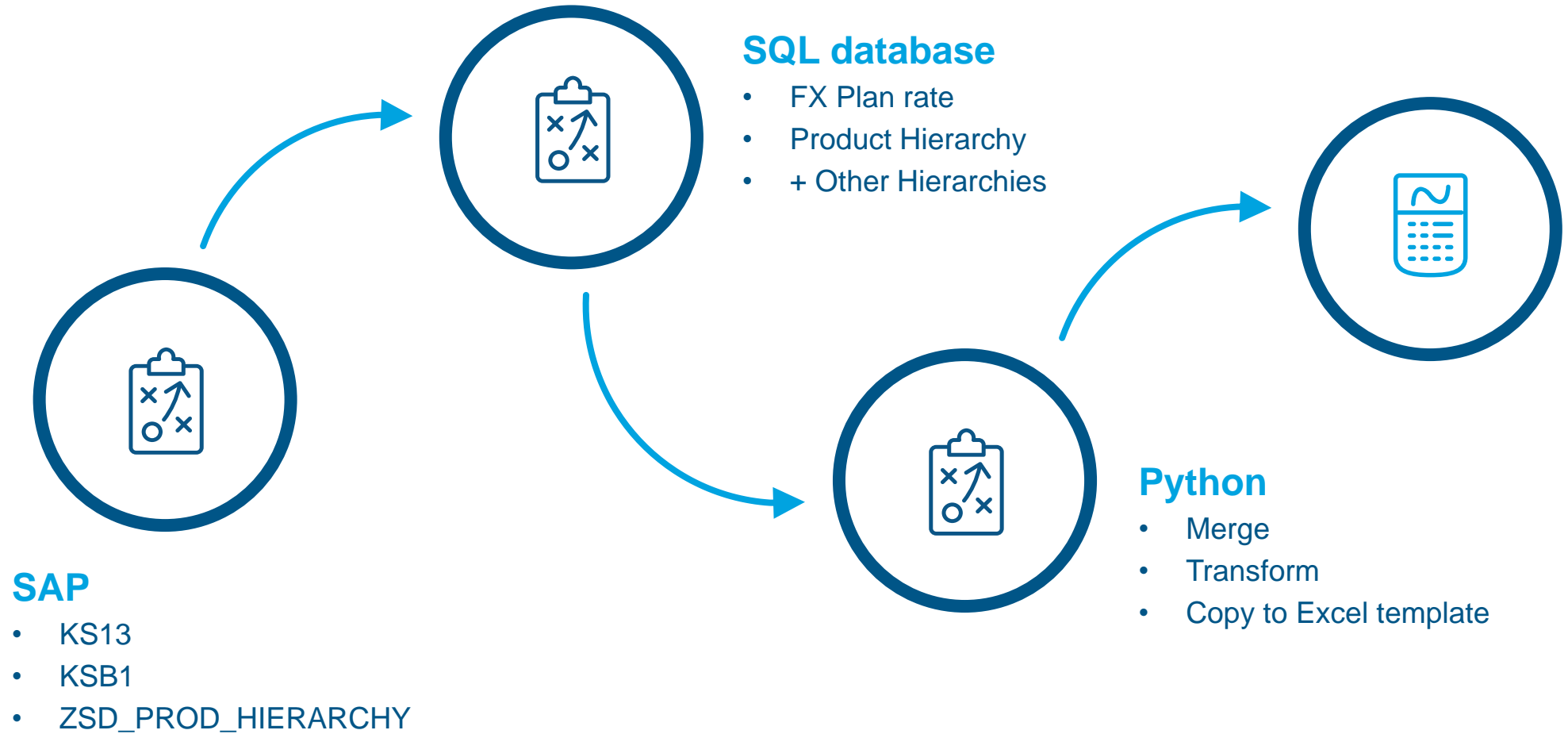
Cost & Expense

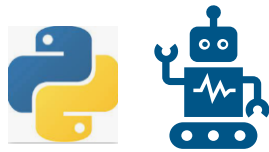
- Time consuming during month/quarter end
- Similar process in all IQVIA countries

Purpose of C&E report automation



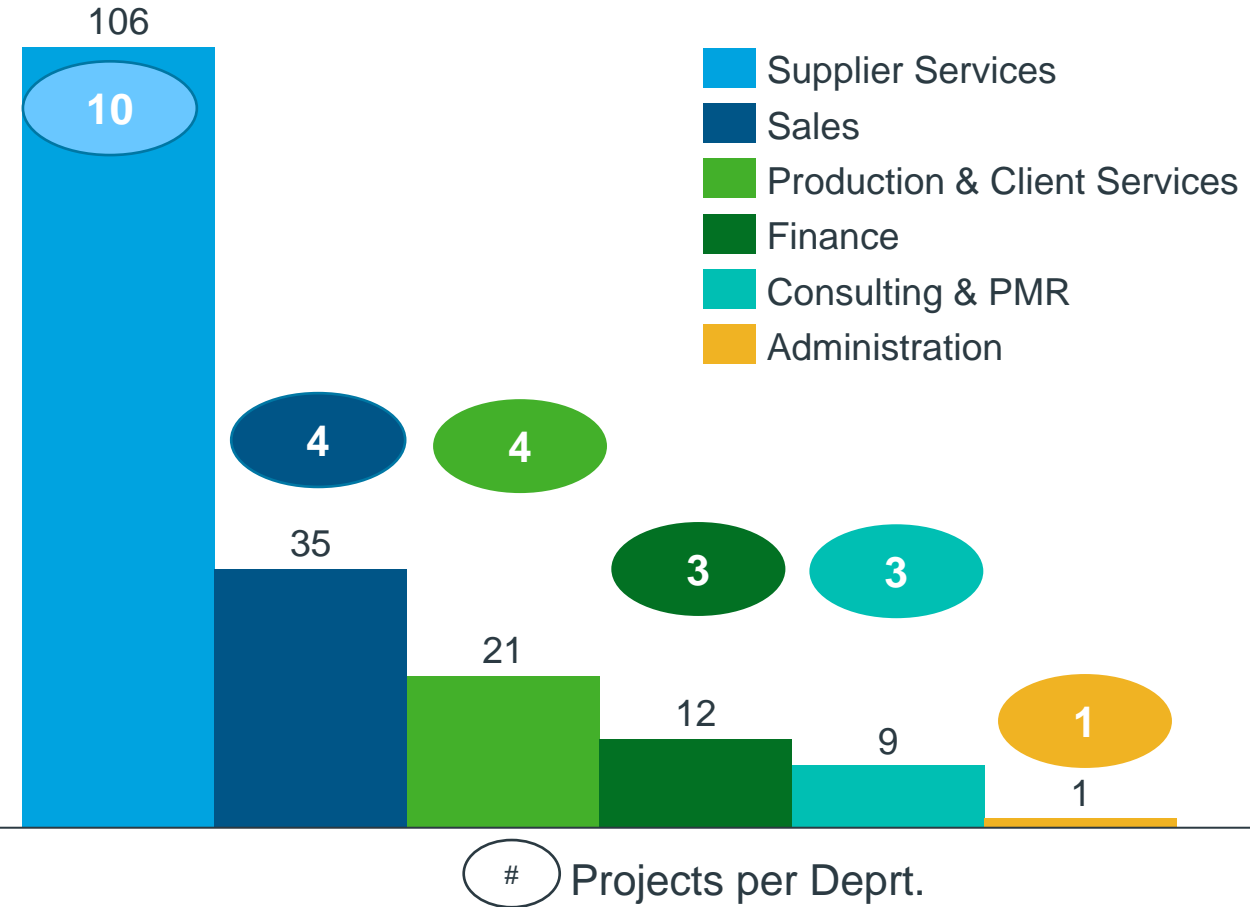
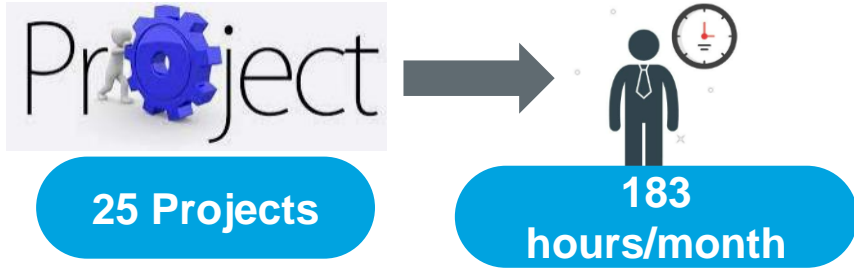
Process of ETL





Automation projects in 2022

Hours Gain per Month

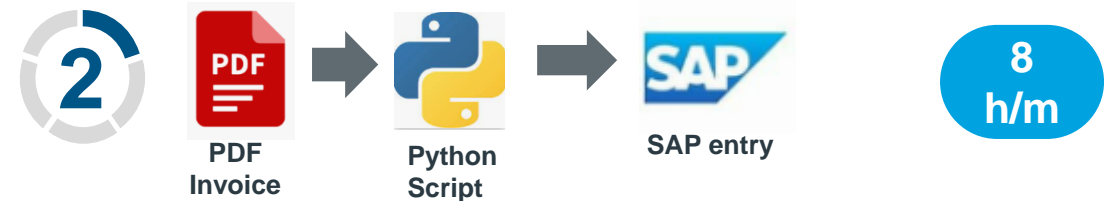


Major Projects

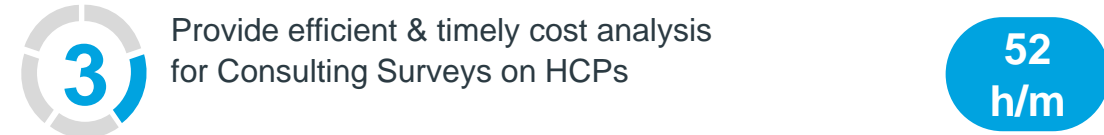
Pharmacies & HCP Contracts (Supplier Services)



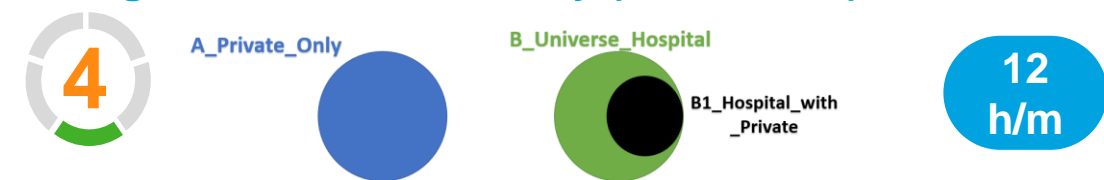
Pharmacy Invoices (Finance)



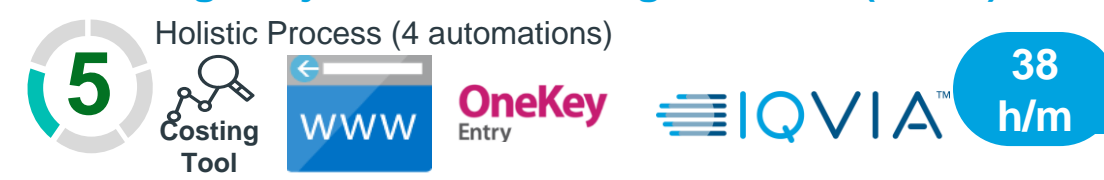
PMR Costing Tool (Consulting/Supplier Services)



Segment HCPs in OneKey (Production)



Mailing Projects in Marketing Services (Sales)



Bye-bye coding, Hello ChatGPT/LLMs

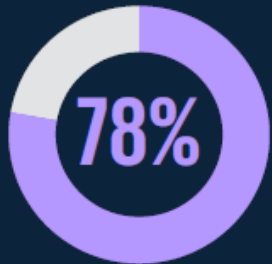
- In few months, Generative AI has gone from sci-fi novelty to business game changer.

(March–June 2023)

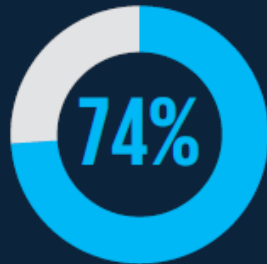
■ March survey ■ June survey

Emerging technologies

Respondents believe that generative AI is the top emerging technology:



Selected generative AI as having the most impact in the next 3–5 years



Selected generative AI as having the biggest impact in the next 12–18 months

Impact of generative AI

There is a significant shift in respondents' perspectives of the impact of generative AI in their organization:

66%

Expected a moderate impact



19%

Expected a moderate impact

30%

Expected a high impact



81%

Expected a high impact

Bye-bye scripting/coding, Hello ChatGPT/LLMs (continued)

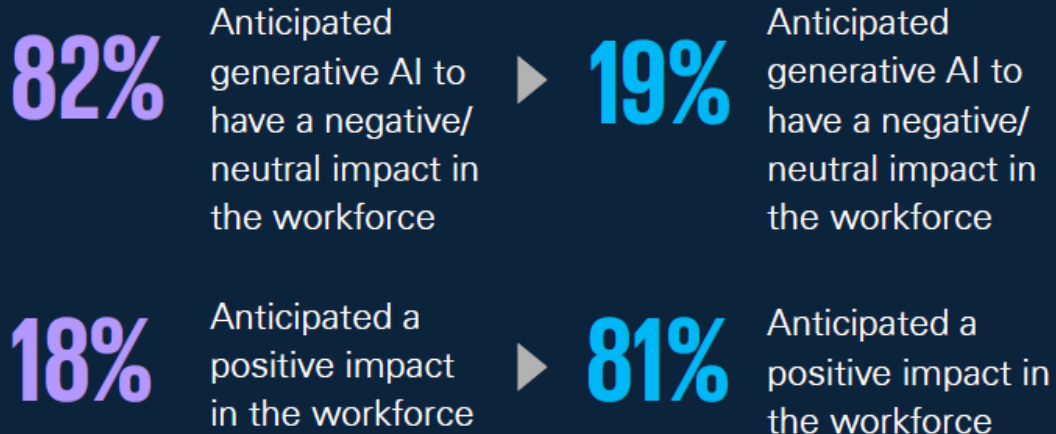
- In few months, Generative AI has gone from sci-fi novelty to business game changer.

(March–June 2023)

■ March survey ■ June survey

Workplace impact

Perceived positive workforce impact of generative AI has increased among finance function professionals:



Risk mitigation

Executives have great confidence in their ability to mitigate risks:



But where to start?

But where to start? We suggest the finance function. Finance involves the kinds of tasks for which generative AI shows great promise: generating reports, analyzing data to spot anomalies, checking the validity of data, etc. Finance is also positioned to do something more: it can lead generative AI adoption for the firm, developing best practices for governance, partnerships, and use of the new technology that will help other functions and business units get up to speed quickly and avoid mistakes.

Thank you...

