The Intelligent Compliance Revolution

How AI Elevates Human Expertise in Life Science QA

Copenhagen – October 2025

THANK YOU
for making our industry
better and our patients
safer and healthier

The greatest danger for innovation is not failure.

It is the smooth* functioning of something that has long been obsolete.

Great Systems and Processes

- Implemented to the best of our knowledge and belief
- They were the best solutions that very intelligent people could come up with
- New technologies and insights can overtake them

Automatic telephone switching

- 1892: First automatic switching introduced
- Despite technology: Decades of adherence to operators
- 1910: Only 300k of 11 million subscribers had automatic hookups

Bloodletting

Over 3,000 years of standard therapy for many diseases

Evolution of pipetting

The frog in the cooking pot

- Accepted status quo
- Less questioning
- Stop thinking critically

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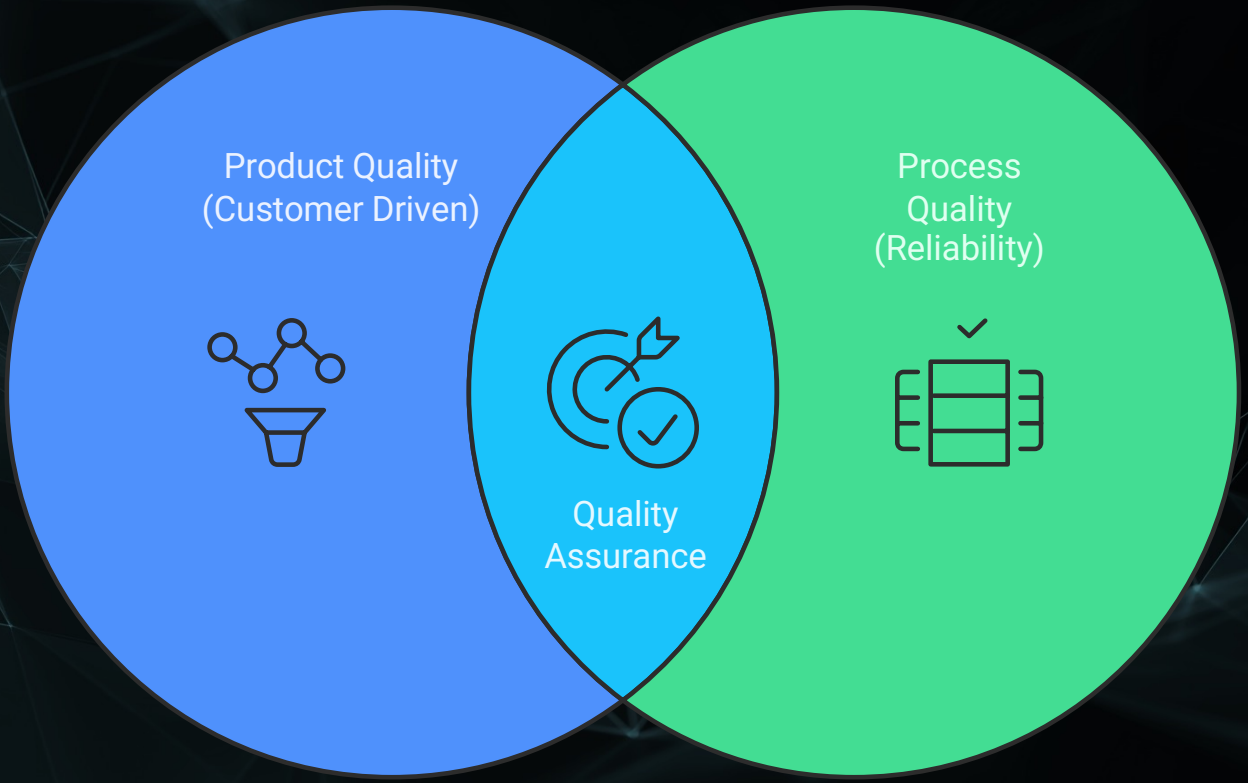
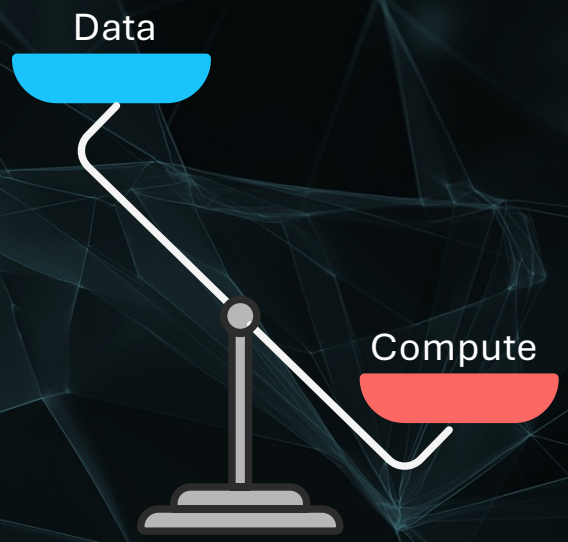
Ensuring Quality – Juran in 1991



Not enough Data



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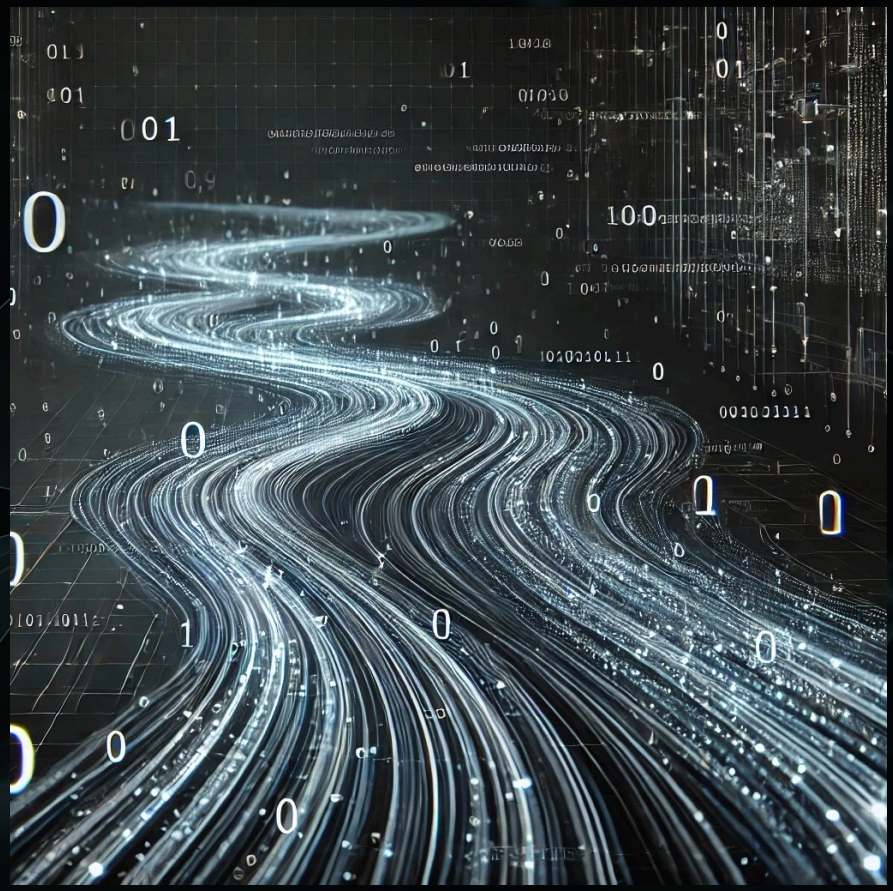
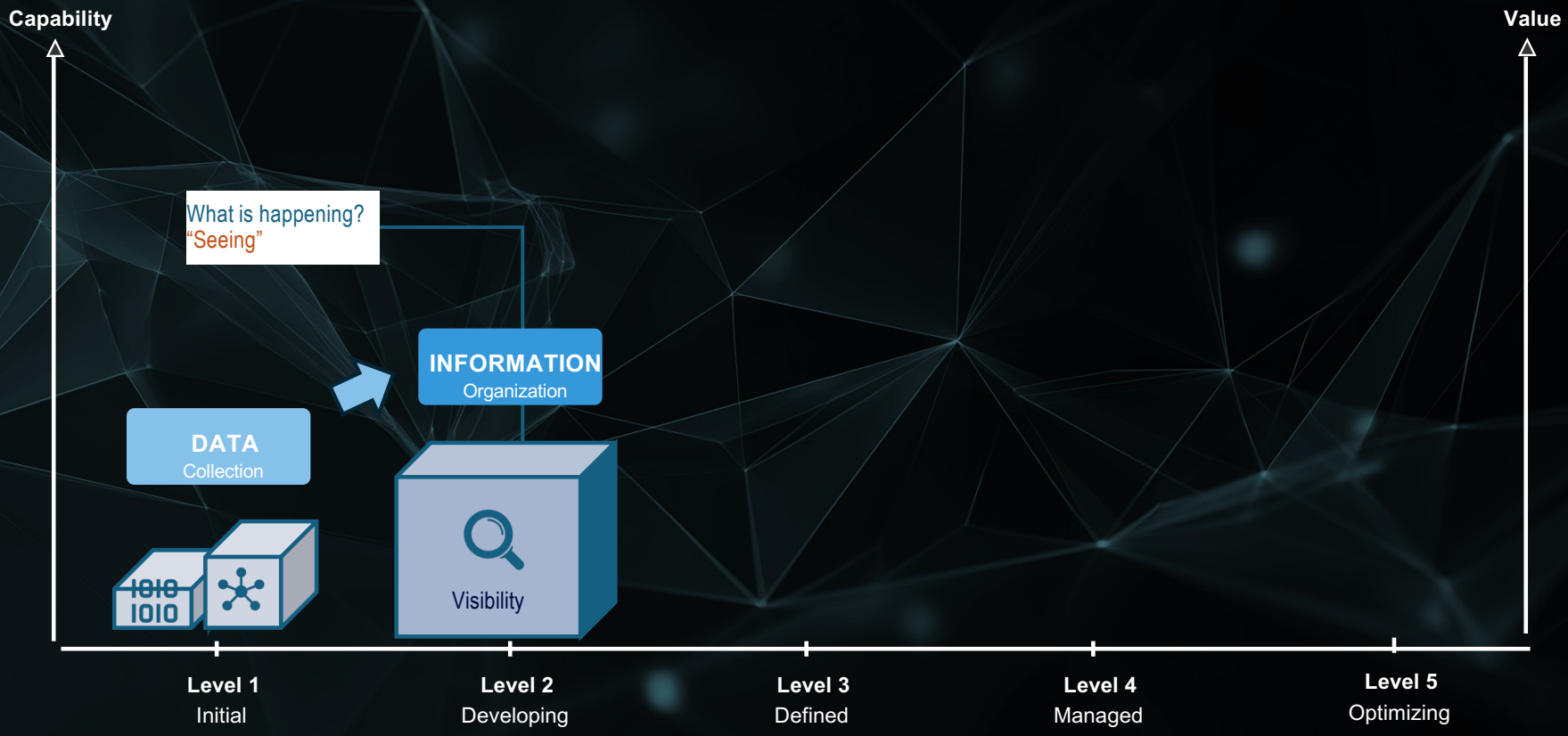
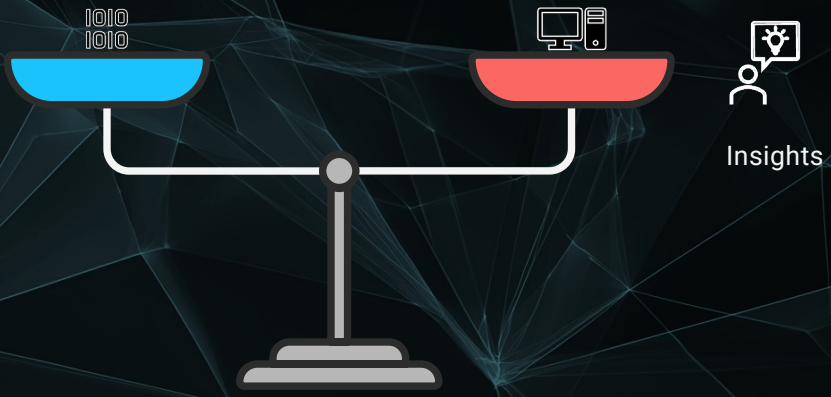
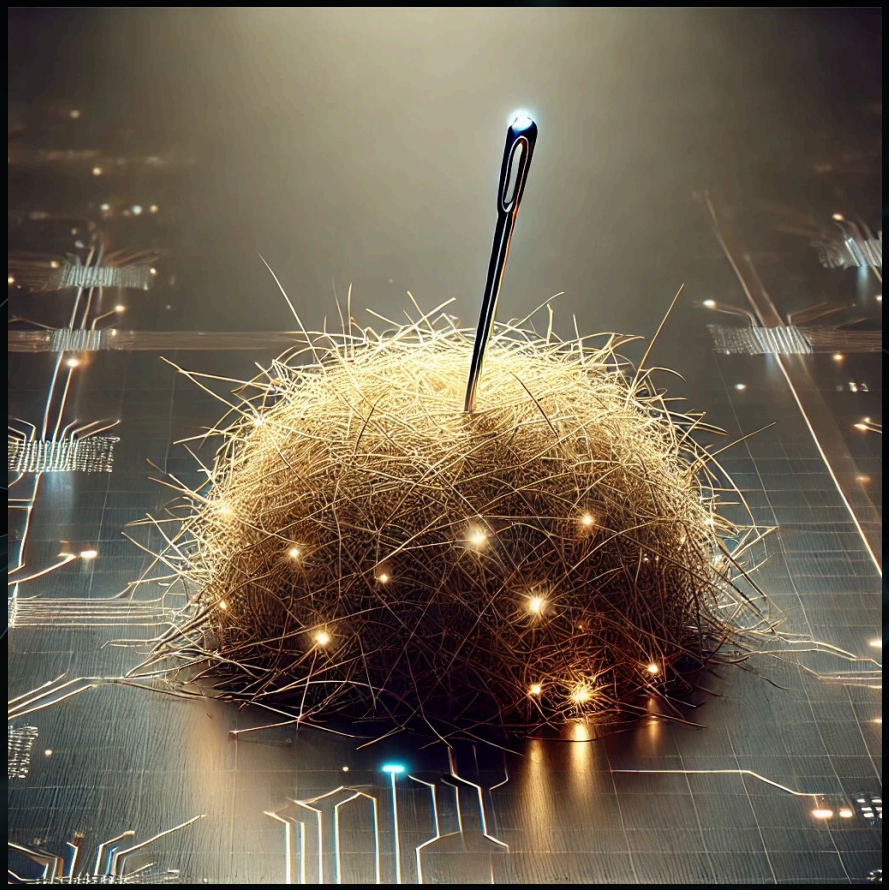


Data to Action Maturity Model

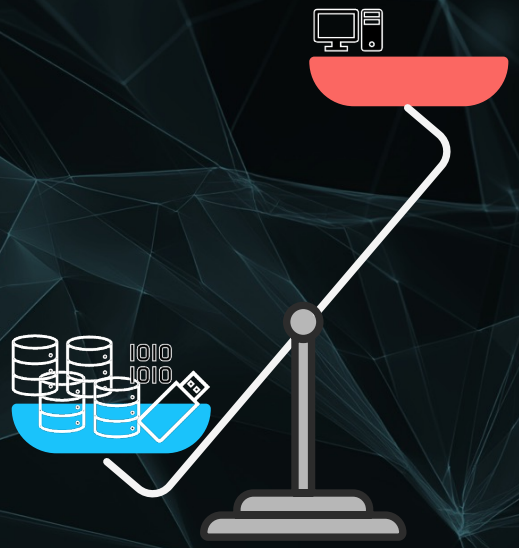


From Data to Action through Insights



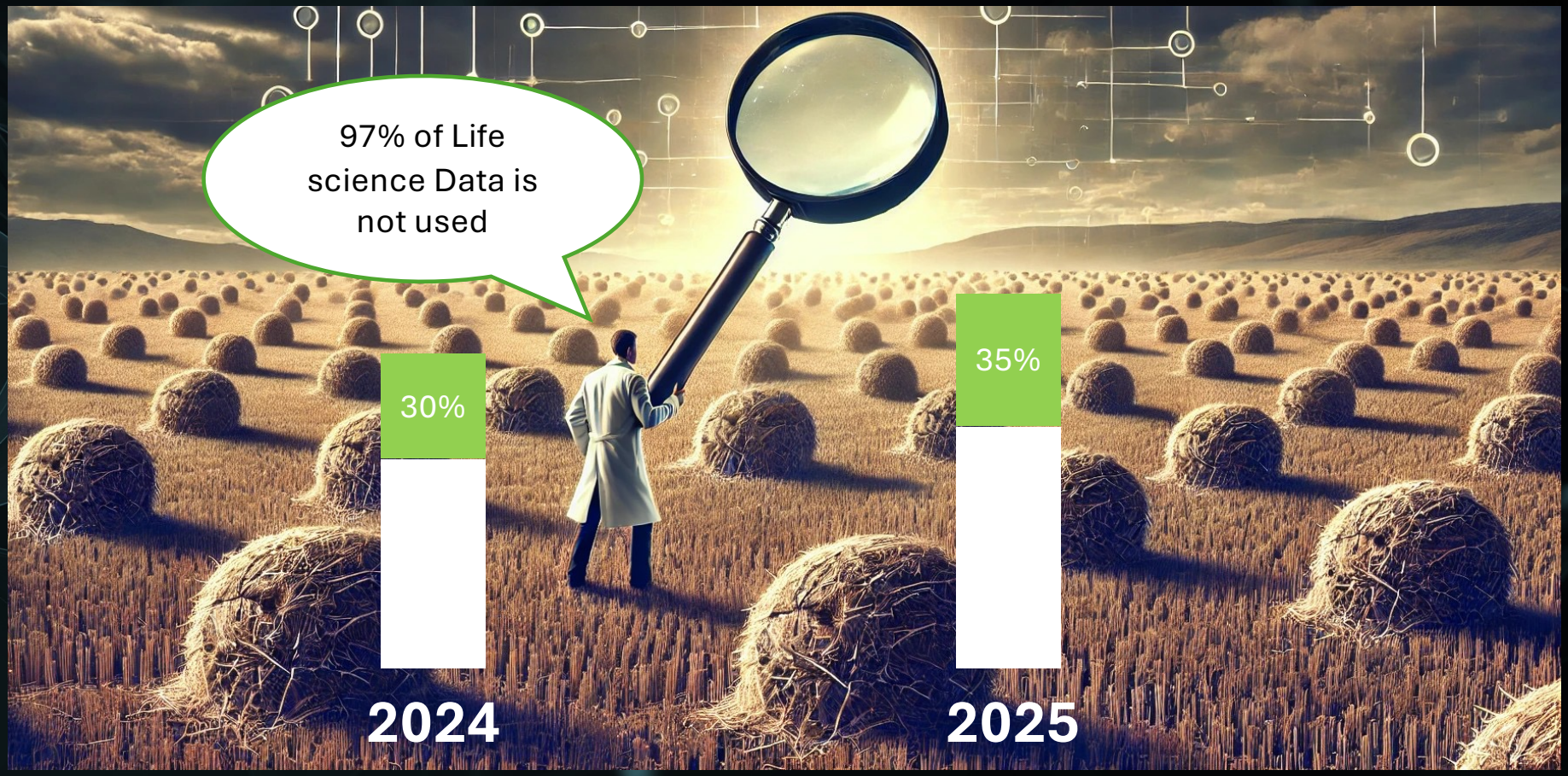


From Thirst to drowning

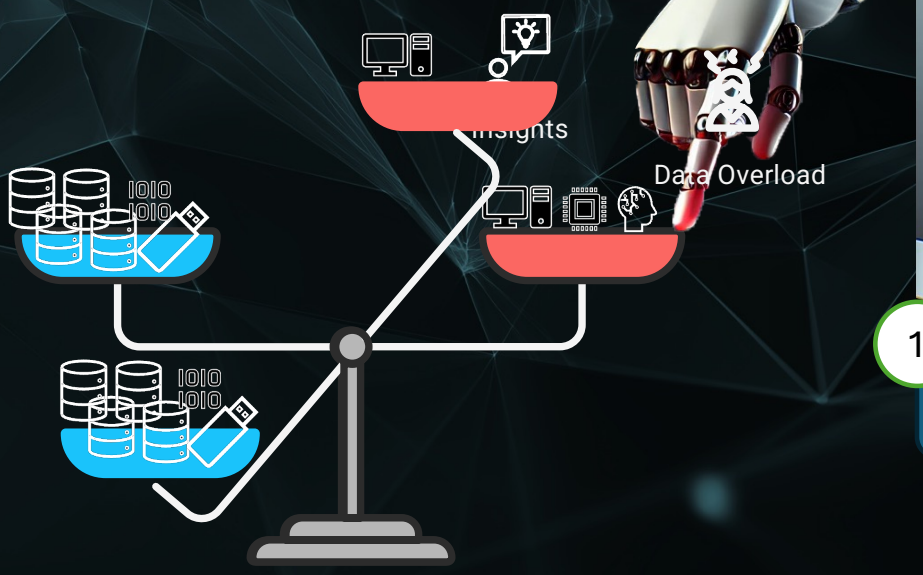


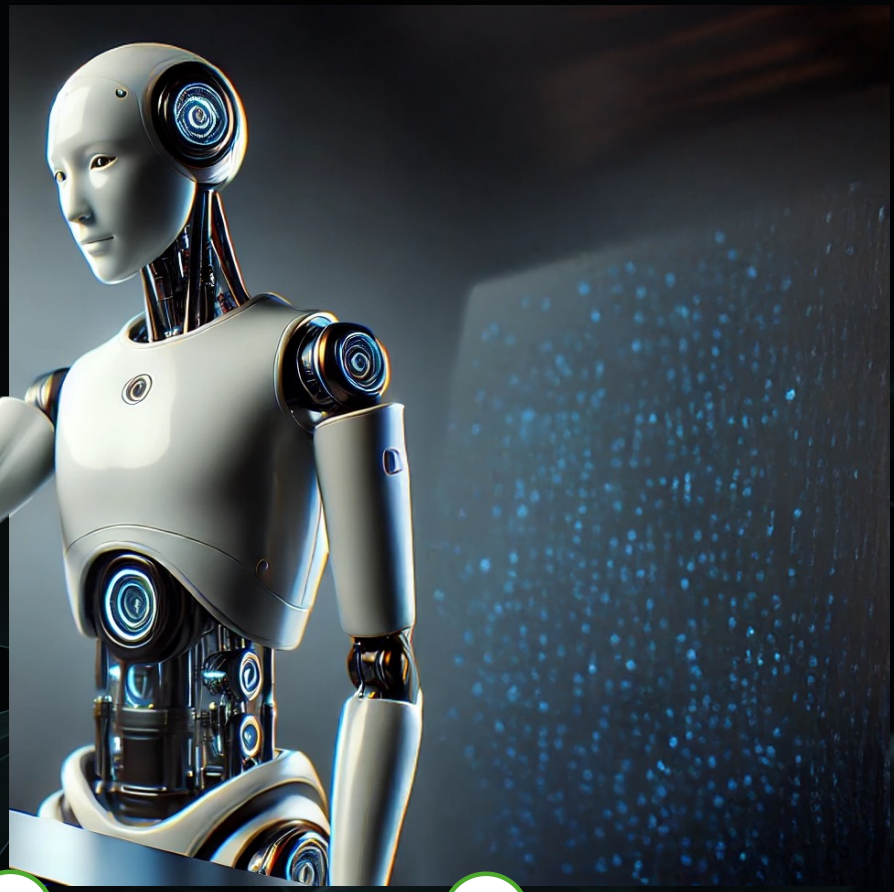
Data Overload

Creating more haystacks



AI to tilt the balance in our favour

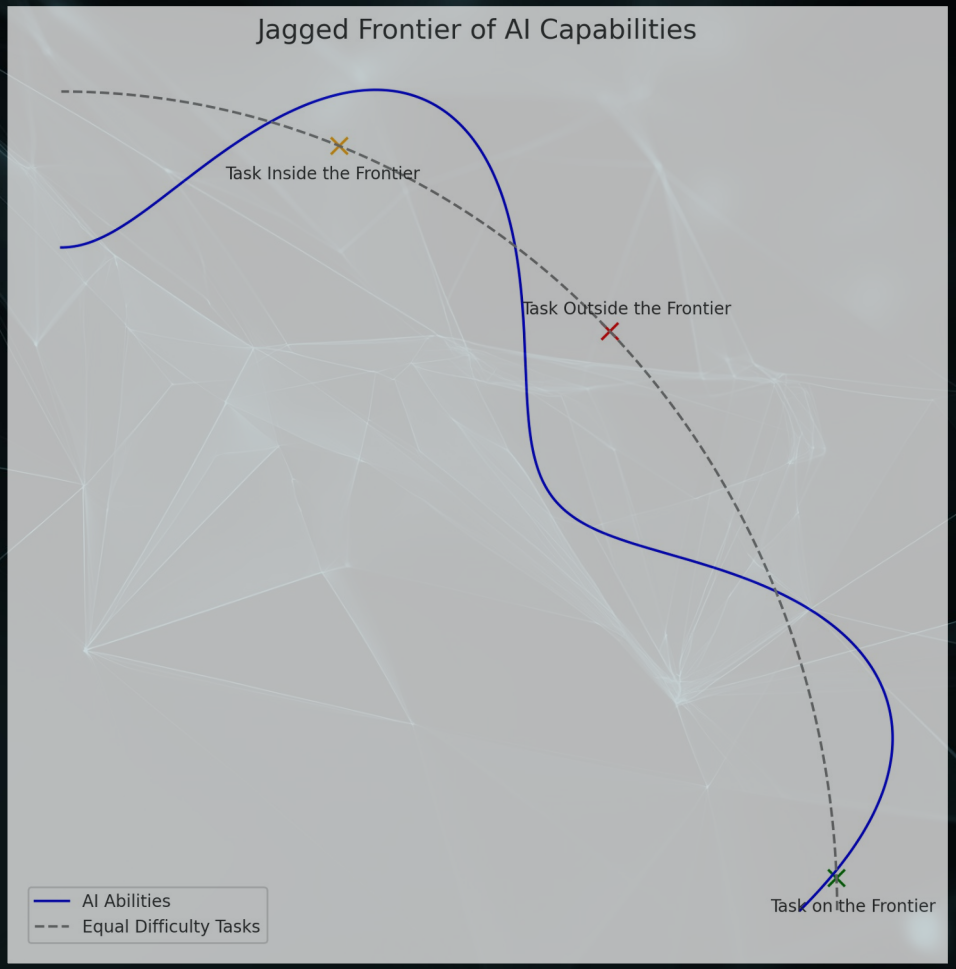


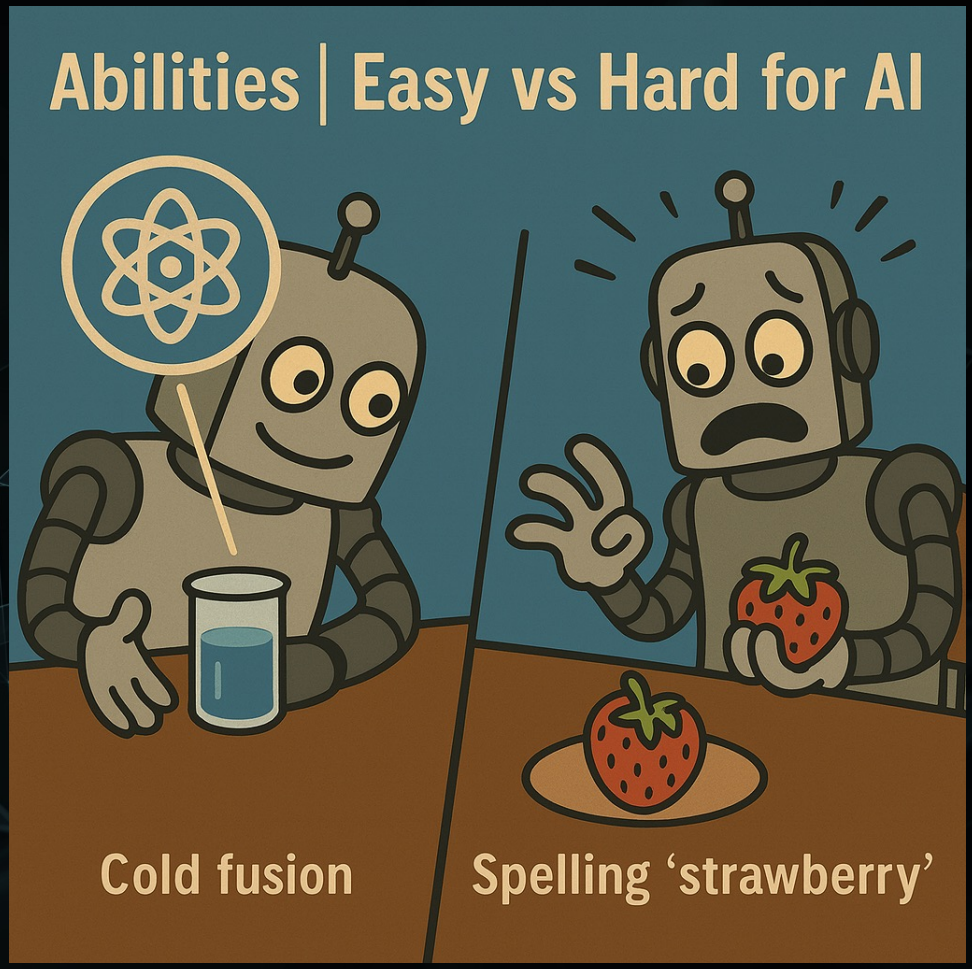


1. Use unused data
2. Insights at the right time
3. Complexity of Reality

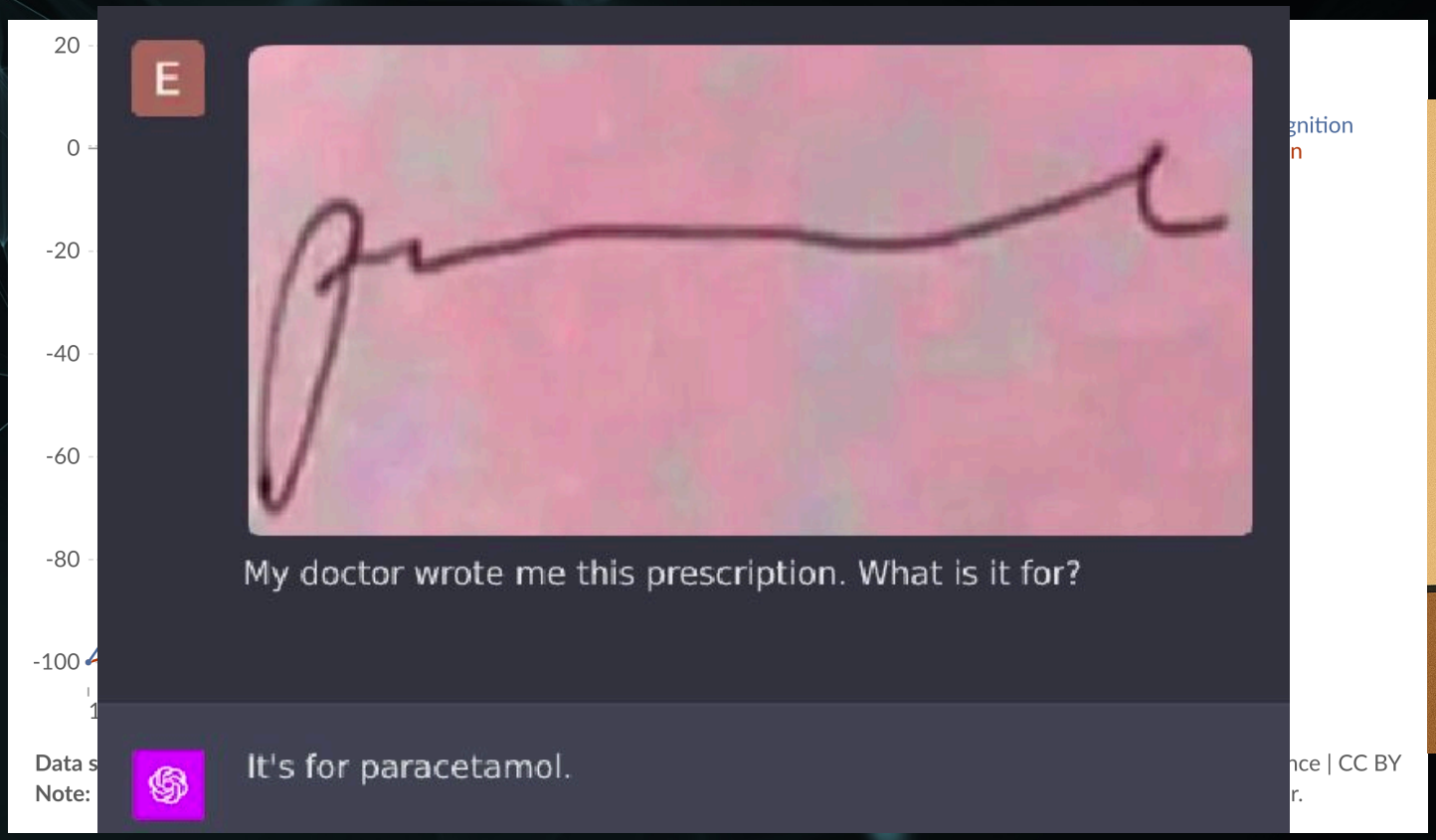
AI READS MINDS

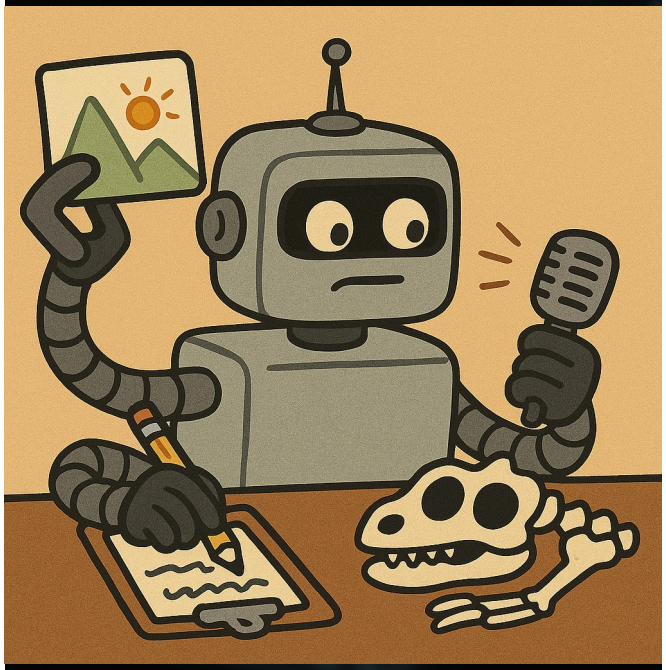
But…AI is not perfect…





AI – HUMAN PARITY





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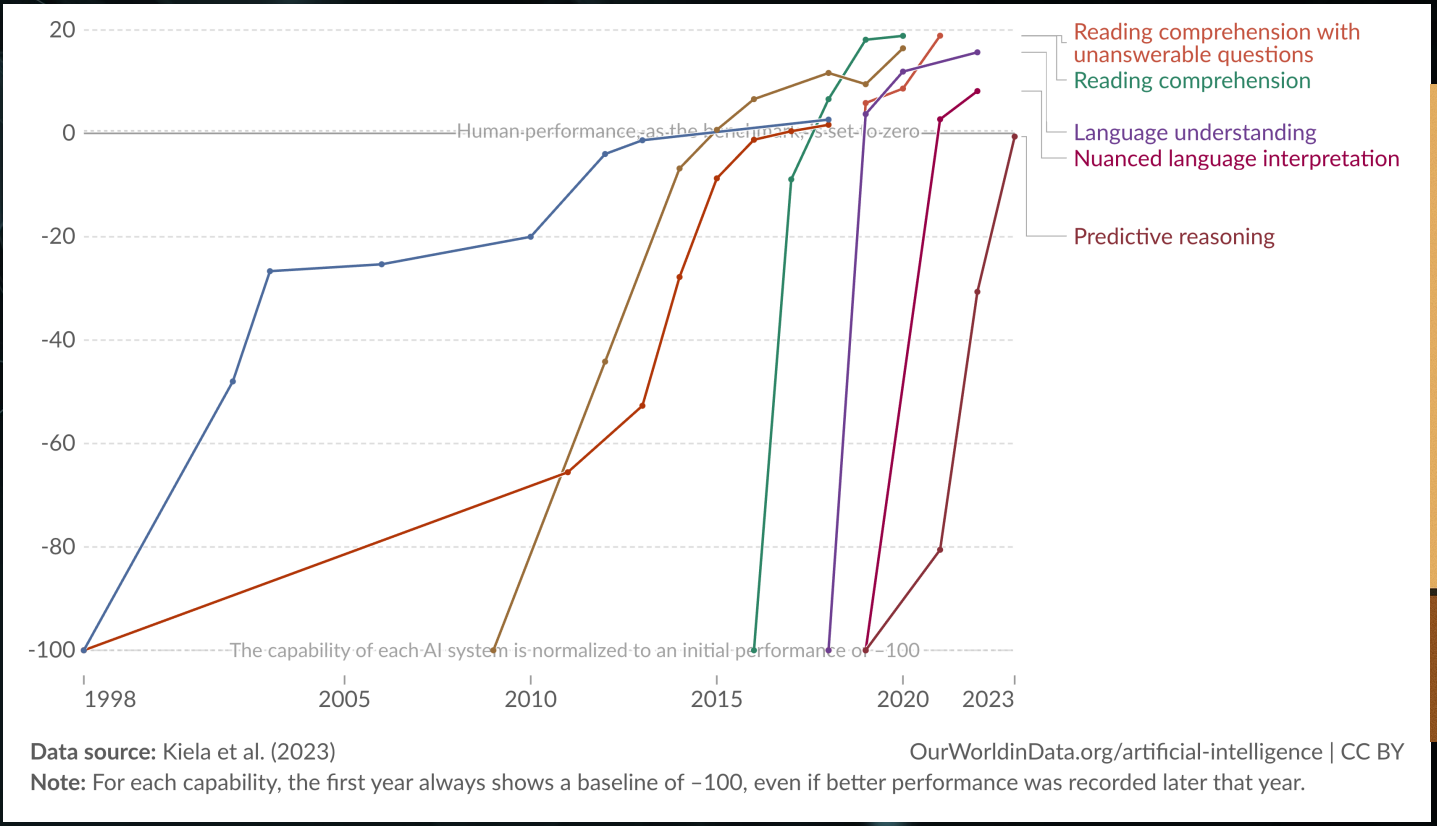

Data source: Kiela et al. (2023)

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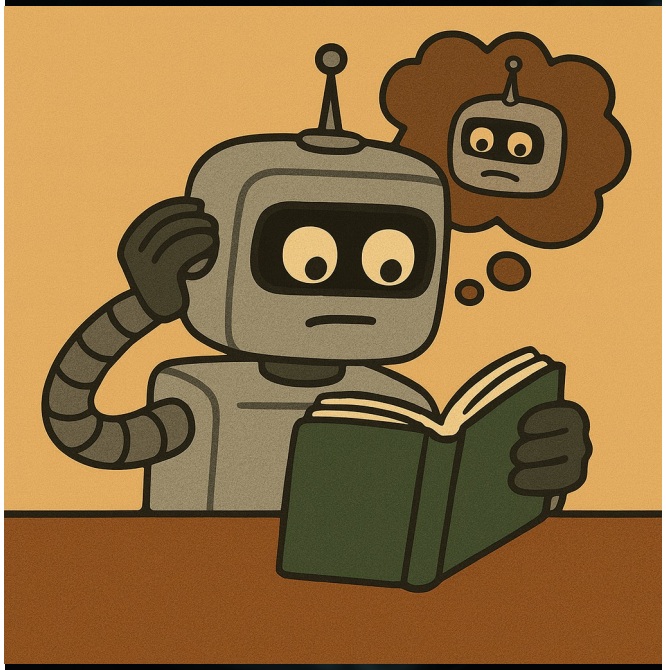
Note: For each capability, the first year always shows a baseline of −100, even if better performance was recorded later that year.



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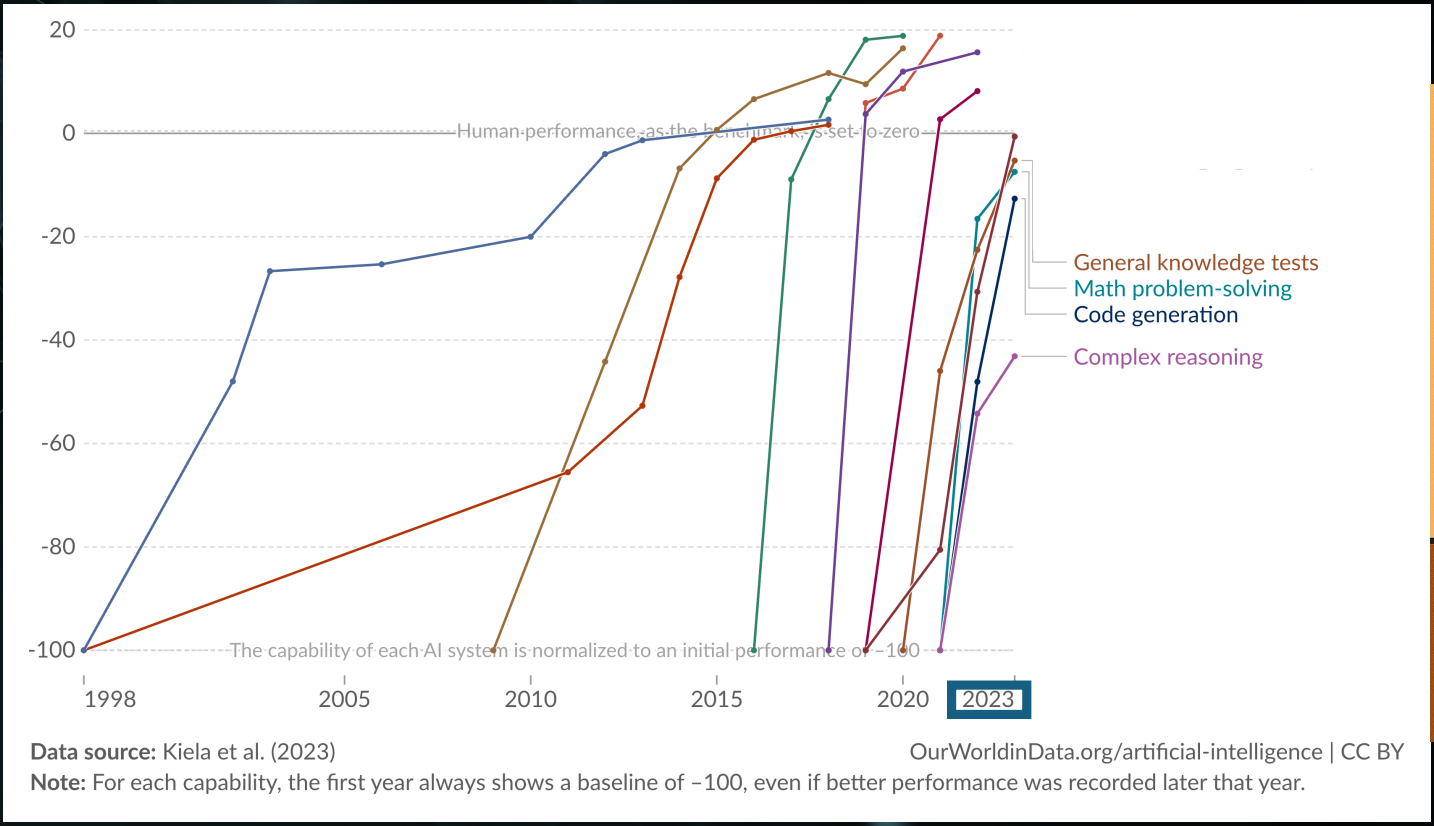

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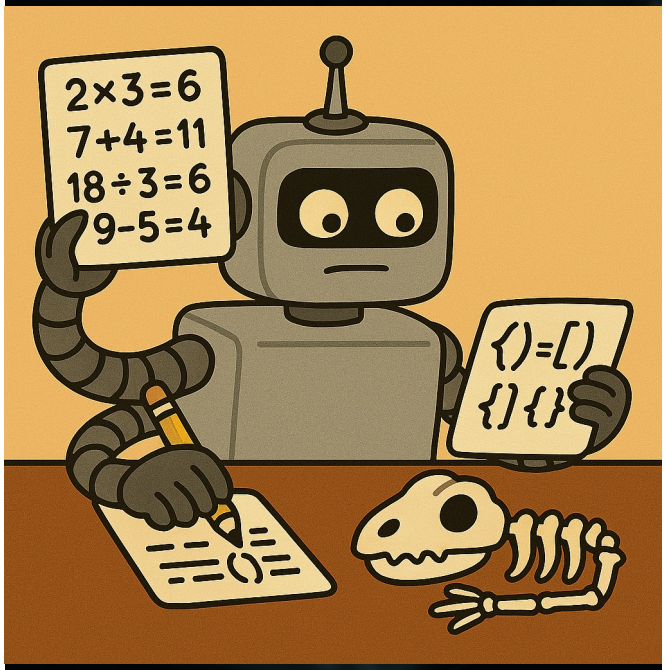
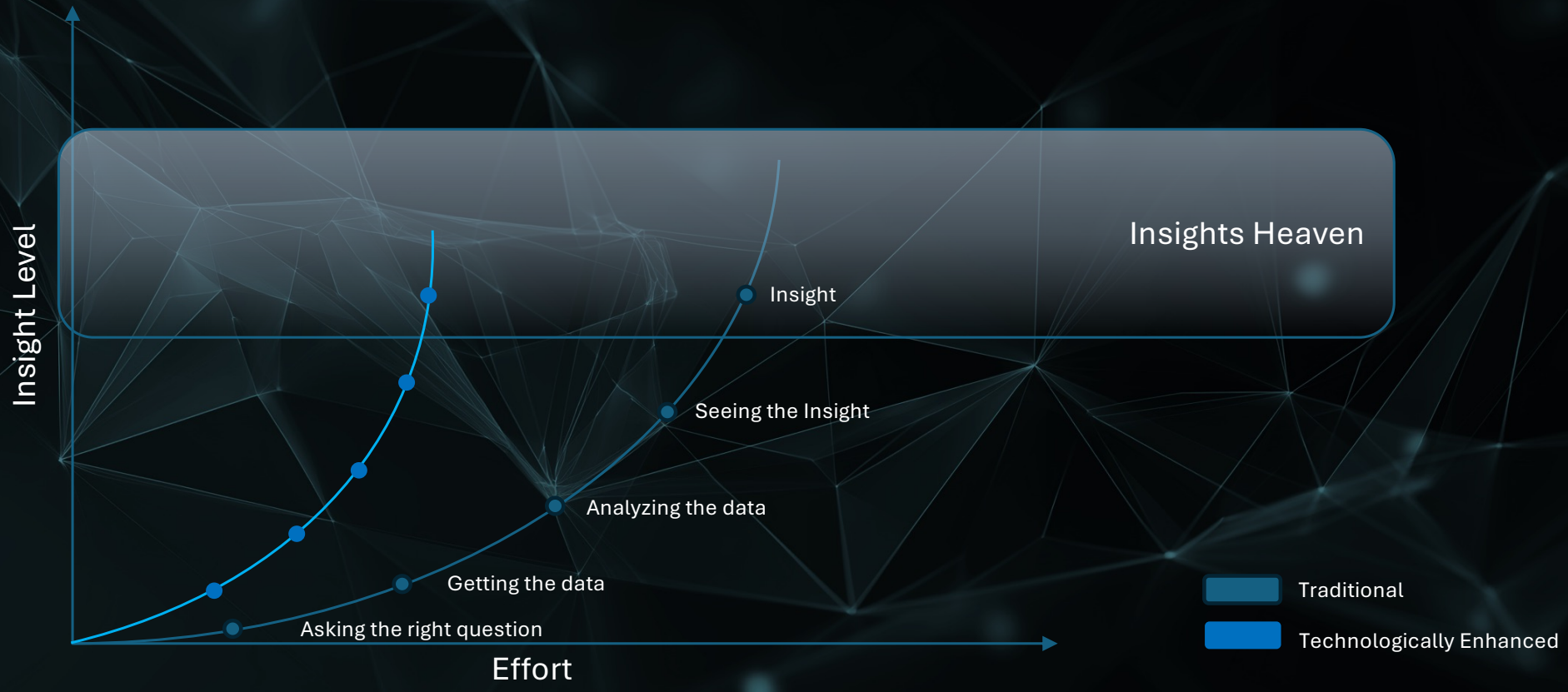
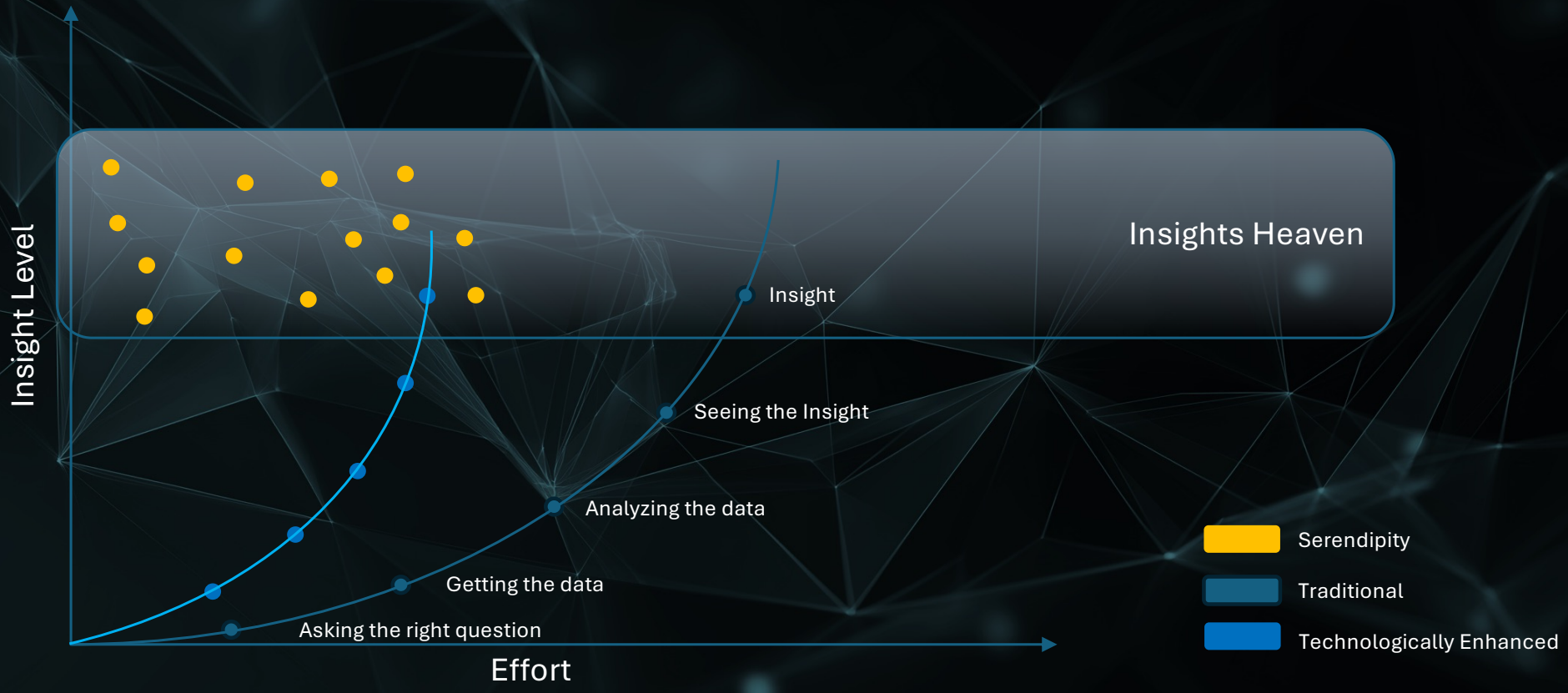


Data to insights

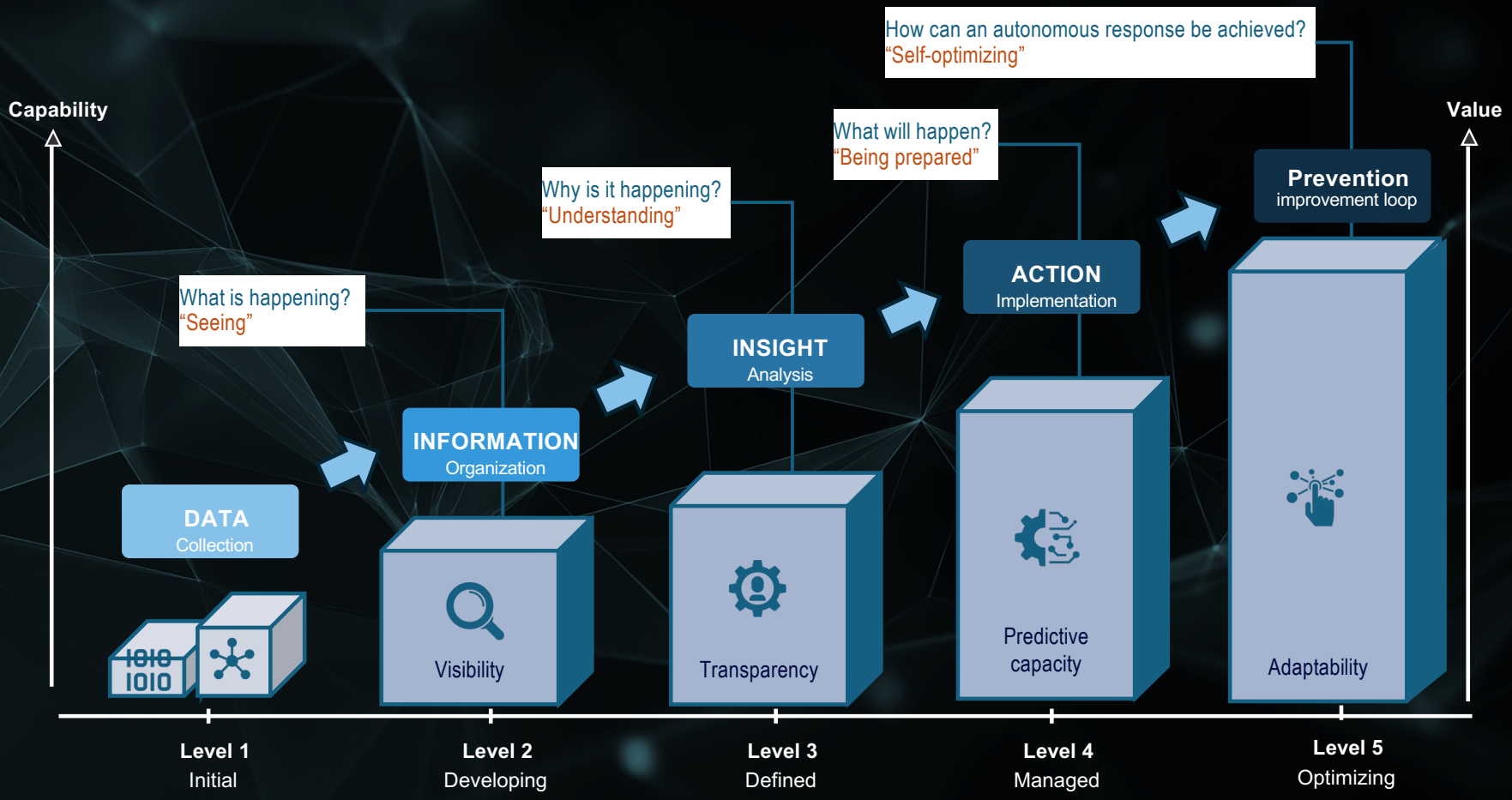


Discoverability – Serendipity



It will only get better

Data to Action Maturity Model



Beyond Continuous Improvement

- Efficiency = doing things better
- Effectiveness = solving new problems
- First principles = redefining problems

Outcome over output

- Don't look for nails
- Critically question what we want to achieve
- Only then choose the right tools

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Call to Action

Think fundamentally:

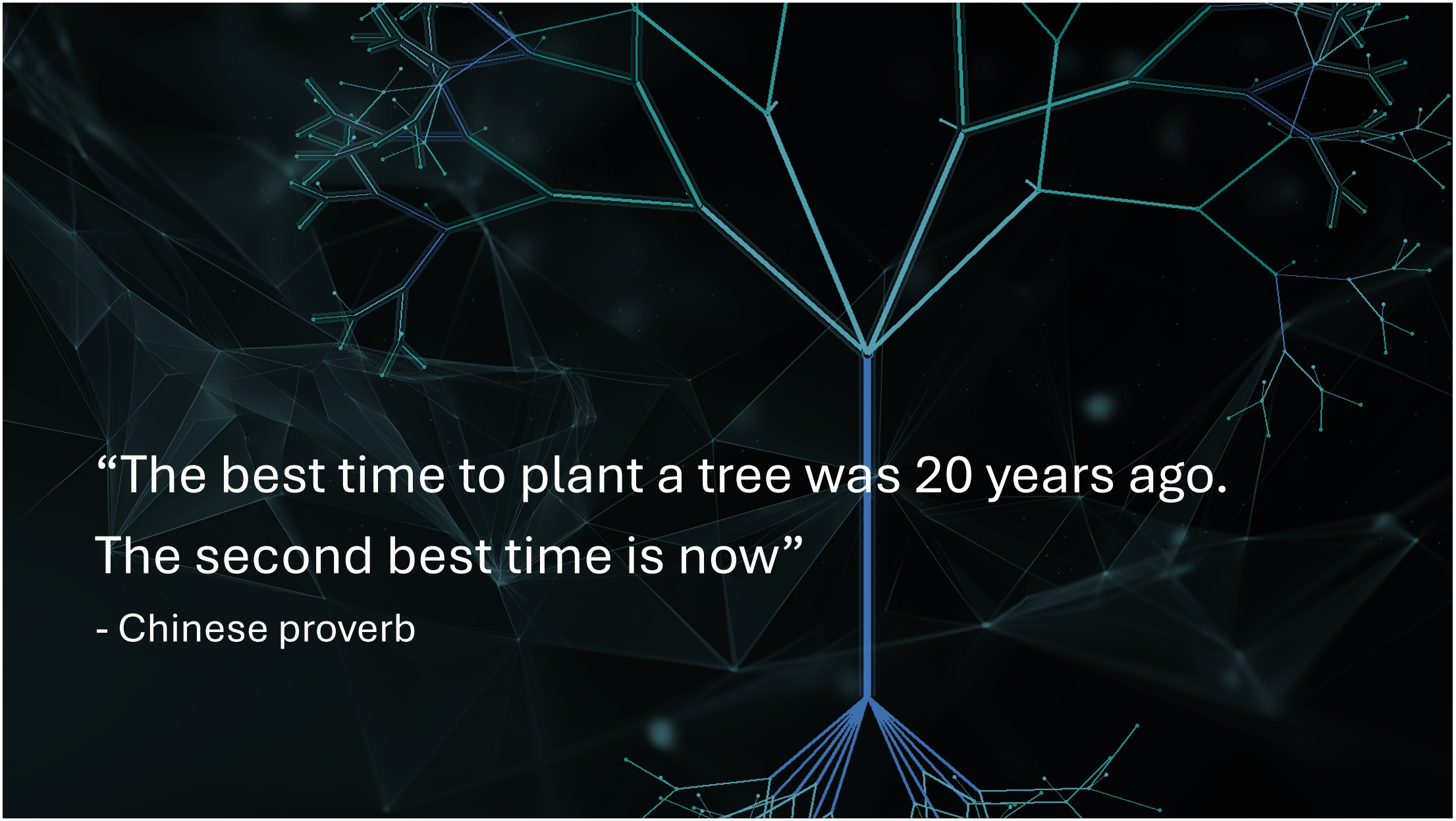
- *Dissect problems back to their origins*

Outcome First:

- Define effect and patient safety before the tool

Culture of change:

- *Live continuously*
- *Check periodically*


“The best time to plant a tree was 20 years ago.
The second best time is now”
- Chinese proverb

Disrupt
Evolve
Solve

THANK YOU!

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