



PHARMA PRESCRIBED .COM

NEWSLETTER · IN CONVERSATION WITH DR ANDREE BATES

AI that has to earn its keep

Dr Andree Bates — founder and CEO of Eularis — on two decades applying AI to pharma's hardest commercial problems, and why impact, not novelty, is the only metric that counts.

Dr Andree Bates has been applying AI to pharma long before it was fashionable. Founder and CEO of Eularis and a self-described lover of future tech, she's spent over two decades helping top-tier pharma and biotech firms solve complex commercial challenges with AI. With a PhD in neuroscience and cognitive science and a start in medical writing and digital transformation, she came to the field wanting impact rather than academic tenure — and she lectures on health innovation and AI in MBA programmes.



I didn't want to stay in academia. I wanted to see the impact.

— Dr Andree Bates, on Pharma Prescribed

AI before the hype cycle

Andree was experimenting with machine learning during her neuroscience PhD, which gives her a useful immunity to the current excitement. She's seen AI's promise cycle before, and treats today's wave with the same demand she

always has: show me the measurable commercial and patient impact, not the impressive demo.

Impact as the metric

The instinct that pulled her out of academia — wanting to see real-world impact rather than another paper — still governs how she works. For Eularis's pharma clients, that means AI aimed squarely at hard commercial problems with results you can point to, not innovation for the brochure.

Rigour meets commercial sense

What's distinctive is the blend: genuine scientific rigour from the neuroscience background, married to commercial insight sharp enough to survive a boardroom. In a market full of AI enthusiasm and short on discipline, that combination is exactly what keeps the technology honest.



Listen to the full episode

Dr Andree Bates on Pharma Prescribed — at pharmaprescribed.com
and wherever you get your podcasts.

Dr Andree Bates *is the founder and CEO of Eularis and a pioneer in applying AI to pharmaceutical commercial strategy.*