

Embracing the Human Side of AI Transformations with Salesforce's Life Sciences Cloud

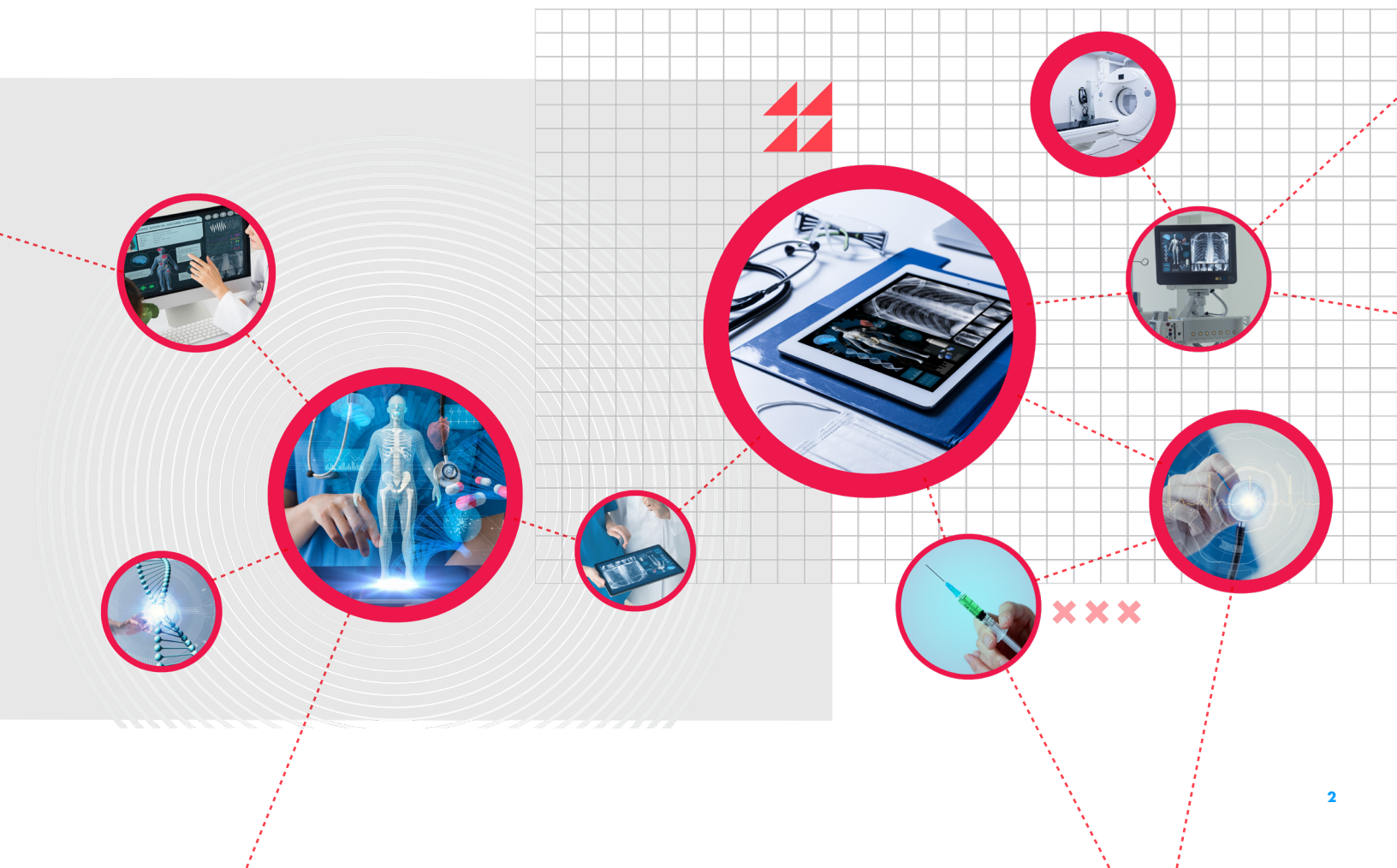


Leveraging Salesforce's Life Sciences Cloud in the AI Revolution

Salesforce's new [Life Sciences Cloud](#) is set to revolutionize the pharmaceutical and medical technology sectors, offering an integrated platform that leverages data, automation, and trusted AI to accelerate critical functions. Whether it's speeding up drug and device development, enhancing patient recruitment and retention, or providing personalized healthcare experiences, Life Sciences Cloud is designed to transform the way these industries operate.

Yet, as life sciences companies seize this moment to modernize, digitally transform, and capture more of the market, they must also confront significant human and organizational challenges. Creating better experiences has always been key to brand differentiation, but the bar has now been raised by technological enhancements and higher customer expectations. Those that embrace new tools like AI will set themselves apart; those that don't will struggle to keep up.

In this context, Salesforce's Life Sciences Cloud provides the technical capability, but true success demands embracing the human side of AI-driven transformations. This means rethinking change management—not just implementing tools perfectly, but fostering an environment where learning, iteration, and adaptation are embedded into every process.



**THE HUMAN IMPERATIVE
IN AI TRANSFORMATION:**

Why Change Management Must Evolve

The healthcare and life sciences sectors are transforming through AI innovations like generative AI, large language models, and the rise of agentic AI, including Agentforce. These technologies tackle challenges such as clinical trial recruitment and patient adherence; yet, 70% of AI projects fall short due to organizational issues. Platforms like Life Sciences Cloud utilize Agentforce to integrate data and workflows, offering personalized responses and data-driven actions to solve these problems and drive progress.

For organizations to succeed in their AI-driven transformations, they must focus on change management as a continuous journey of learning, adapting, and evolving rather than as a one-off exercise in flawless execution. This piece explores how successful change management can guide the adoption of Salesforce's Life Sciences Cloud, the challenges to overcome, and the ways companies can evolve to capture the opportunities at hand.

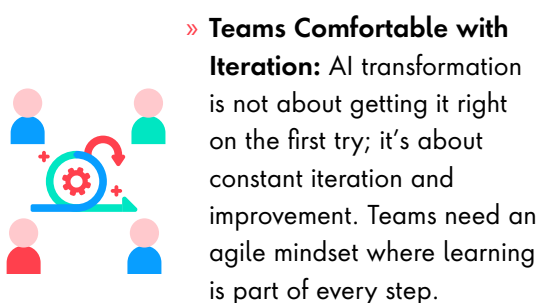


1 DEFINING SUCCESSFUL CHANGE MANAGEMENT:

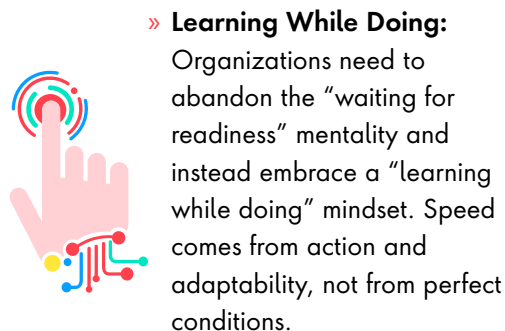
Learning Over Execution

In the world of technology implementations, change management has long been measured by the seamlessness of execution. However, in the context of AI and rapid innovation, successful change management is **not about perfect execution—it's about perfect learning.**

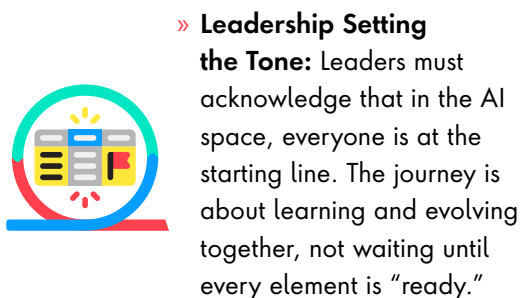
SUCCESSFUL AI ADOPTION LOOKS LIKE THIS:



» **Teams Comfortable with Iteration:** AI transformation is not about getting it right on the first try; it's about constant iteration and improvement. Teams need an agile mindset where learning is part of every step.



» **Learning While Doing:** Organizations need to abandon the “waiting for readiness” mentality and instead embrace a “learning while doing” mindset. Speed comes from action and adaptability, not from perfect conditions.



» **Leadership Setting the Tone:** Leaders must acknowledge that in the AI space, everyone is at the starting line. The journey is about learning and evolving together, not waiting until every element is “ready.”



» **Metrics Based on Learning Velocity:** Instead of focusing solely on implementation KPIs, organizations must prioritize learning velocity—how quickly teams can adapt and iterate toward better outcomes.

Salesforce's Life Sciences Cloud is an ideal platform for those ready to embrace this learning-centered approach to change. Success hinges not on flawless initial execution, but on building an adaptable ecosystem where learning and growth are continuous.

2 OVERCOMING THE MINDSET CHALLENGE: Technology Integration

The biggest challenge in implementing technology such as Salesforce's Life Sciences Cloud isn't technical—it's **about shifting mindsets**. A prevalent myth is that organizations must wait until everything is perfect before starting, particularly with data. In reality, **the data will never be perfect**—waiting is a trap.

THE REAL CHALLENGES INCLUDE:

- » **Waiting for Perfect Data Paralysis:**
Teams often fall into a holding pattern, waiting for ideal data conditions. Success comes from embracing the imperfections of data and moving forward.
- » **Strategic Learning vs. Strategic Planning:**
With technology constantly evolving, detailed plans become quickly outdated. Moving toward strategic learning—taking action, gathering insights, and iterating—is essential.
- » **The Universal Starting Line:** With new technologies like AI and LLMs, everyone is starting from scratch. Acknowledging this shared beginning fosters a culture of collective learning.
- » **Balancing Speed with Responsibility:**
In healthcare, adopting AI rapidly must be done responsibly to ensure patient safety and compliance. It's not just about speed; it's about intelligent, safe implementation.

Salesforce's Life Sciences Cloud provides the tools, but it is through embracing a mindset that values strategic learning that these tools can transform healthcare operations effectively.



3 CREATING A LEARNING ROADMAP:

The Success Story

One of our most successful approaches to change management was in the development of what we call a “**learning roadmap**.” Instead of rigid implementation plans, this approach prioritizes creating an environment conducive to continuous learning.

KEY ELEMENTS OF A LEARNING ROADMAP:

» Acknowledging Imperfections:

Accepting that data or readiness is never perfect and that action must proceed regardless.

» Safe Spaces for Experimentation:

Creating a culture where failure is acceptable if it leads to learning and improvement. This empowers teams to innovate and iterate without fear.

» Measuring Learning

Milestones: Success isn't just a set of KPIs—it's about celebrating milestones of learning, insight, and adaptation.

» Rapid Learning Cycles:

Setting up quick learning cycles to iterate and adapt, particularly with clinical research teams.

» Incremental Patient Engagement:

With Salesforce Life Sciences Cloud, we saw faster adoption and better patient outcomes because we focused on learning and evolving engagement strategies in real time.

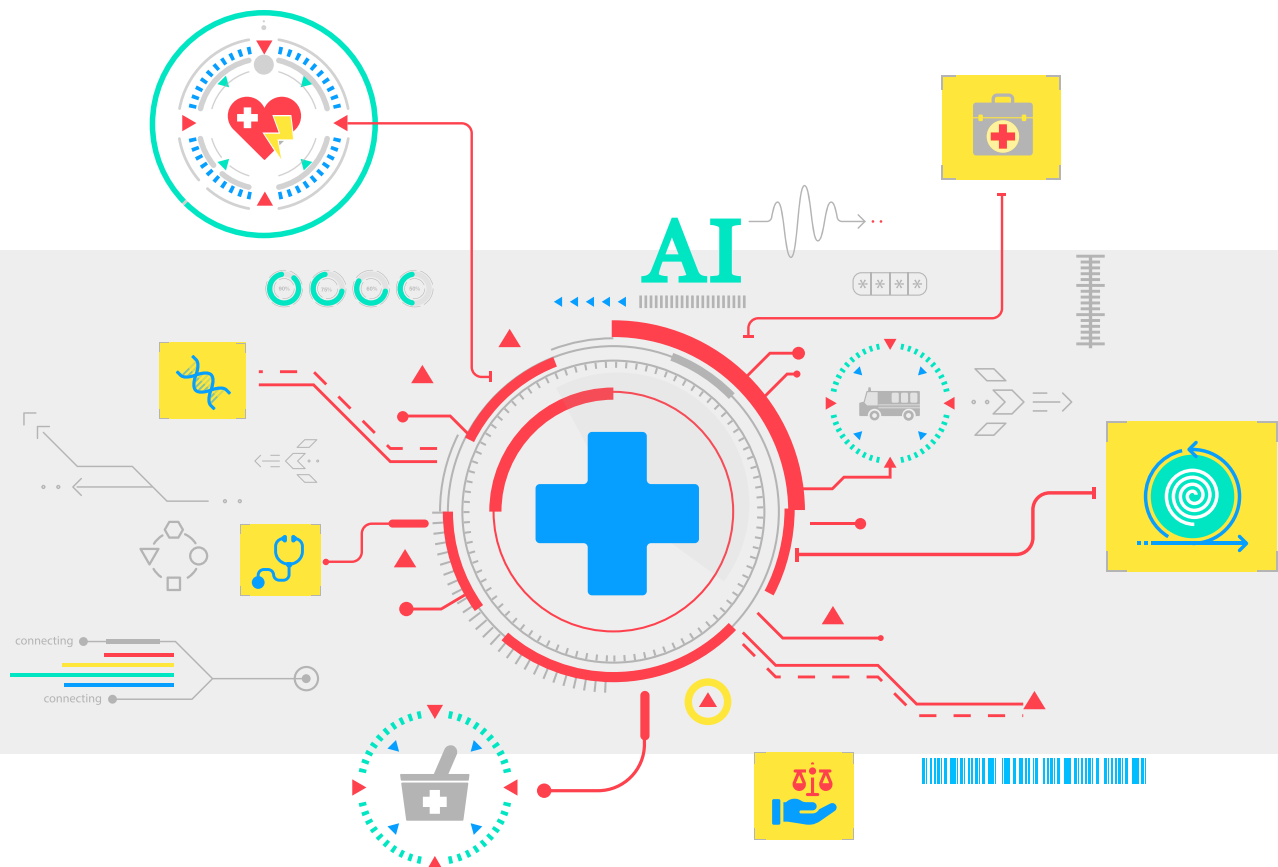
This learning-centered approach is crucial for leveraging Salesforce's Life Sciences Cloud effectively. It allows teams to iterate their way to success rather than being paralyzed by the desire for perfect conditions.

4 THE EVOLUTION OF CHANGE MANAGEMENT:

The AI Era

As we move deeper into the AI Maturity Wave in healthcare, the traditional approach to change management must evolve:

- » **From Managing Fixed Processes to Navigating Learning Curves:** Change management must shift from implementing fixed plans to helping organizations navigate ongoing learning.
- » **Experimentation and Rapid Pivoting:** Encouraging experimentation and enabling rapid adaptation is critical to leveraging technologies like Salesforce Life Sciences Cloud.
- » **Building Learning Capacity:** Change management must build learning capabilities—ensuring organizations are agile, ready to learn, unlearn, and relearn.
- » **Ethical Considerations and Inclusivity:** AI adoption comes with responsibilities. Change management must ensure ethical and inclusive practices, focusing on transparency.
- » **Continuous Adaptation:** The goal isn't a fixed endpoint but an adaptive journey, evolving as AI tools and organizational needs change.



5 ENSURING STAKEHOLDER ENGAGEMENT: The AI Maturity Wave

Stakeholder engagement in AI projects, like implementing Salesforce Life Sciences Cloud, is about shifting from “readiness” to a focus on “learning opportunities.”

EFFECTIVE STAKEHOLDER ENGAGEMENT STRATEGIES INCLUDE:

- » **Transparency About the Starting Line:** Emphasizing that everyone is learning together fosters collaboration and reduces anxiety.
- » **Creating Learning Advocates:** Encouraging stakeholders to advocate for learning, rather than merely supporting technology.
- » **Defining Learning Objectives:** Allow stakeholders to shape learning objectives, making them feel they have a voice in the journey.
- » **Safe Spaces for Experimentation:** Cultivate an environment where experimentation is safe, allowing teams to take risks and learn.
- » **Celebrating Learning Milestones:** Celebrate the small wins in learning, keeping stakeholders motivated and invested in the process.



Conclusion

EMBRACING LEARNING AS THE CORE OF CHANGE MANAGEMENT

Salesforce's Life Sciences Cloud is a game-changer for the pharmaceutical and medical technology sectors. But true transformation will only happen when we also focus on the human side of AI adoption. Change management in the AI era must evolve beyond execution to embrace learning, experimentation, and continuous adaptation.

The future belongs to organizations that can transform the uncertainties of AI into opportunities for growth—iterating, improving, and engaging stakeholders along the way. Salesforce Life Sciences Cloud provides the tools, but real success comes from fostering an adaptable, learning-centered environment.

The real question isn't whether your organization is ready for AI—it's whether your organization is ready to learn. Let's embrace this journey together, iterating our way toward a truly transformative future.



GET IN TOUCH

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Reach out now to explore how your organization can leverage this exciting opportunity in the Life Science industry and discuss your readiness and strategic plan. Visit **publicissapient.com** to learn more.



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Life Sciences Cloud brings data-driven automation and trusted AI tools into a single, secure digital platform to support operations from early research and development through medical and commercial functions. The **Customer Engagement** solution – which is underpinned by **Salesforce Data Cloud** and amplified by **Agentforce** – will help organizations manage relationships with healthcare organizations to ensure they have the information they need to support patients with their products. For more information, visit **salesforce.com**.