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Application of Artificial intelligence (AI) in Pharmaceutical Industry: In-Depth Review

Dr. Avishikta Ray Das*[1], Dr. Rojalini Samanta[2], Dr. Rakhi Mishra[1], Archana Sahu[1], Subhashree Sahoo[1], Amrit Gorain[3]

[1]Assistant Professor, Department of Pharmacy, Usha Martin University, Ranchi, 835103, Jharkhand, India.
[2]Associate Professor, Department of Pharmacy, Usha Martin University, Ranchi, 835103, Jharkhand, India.
[3]UG Scholar, Usha Martin University, Ranchi, 835103, Jharkhand, India.
Correspondence Author:
Dr. Avishikta Ray Das
Assistant Professor Department of Pharmacy Usha Martin University, Ranchi Jharkhand, India.
Email ID : ray.avishikta92@gmail.com

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ABSTRACT

AI technologies are changing the pharmacy industry which includes the various processes of drug research, development, formulation, safety surveillance, and compliance to standards of law and ethics. This article explains in detail AI's impact on the Pharmacy industry. It includes the application of ML, DL, NLP, and computer vision, AI technologies on the different phases of life cycle of a drug. In drug discovery, AI boosts the determination of possible compounds with predictive modeling, virtual screening, SAR, and even de novo drug design. AI also enables the repurposing of existing drugs and aids in early-stage toxicity prediction. In formulation development, AI enhances the selection of excipients, design of dosage, and prediction of stability to be more precise and economical towards achieving patient-centered therapies.

AI powered pharmacovigilance technologies have improved the monitoring of ADRs through real-time analysis of EHRs data, social networks, and cases which increases patient safety and rational regulatory actions. AI also helps in the preparation and review of relevant papers, documentation, e-submission, and adhering to international standards in the case of regulatory affairs. The transformative impact of AI tools and technologies are on varied fields and industries. Though, the reasoning for slower integration across the board are ethical concerns, data privacy issues, high implementation costs, and even a lack of professionals who are trained in order to utilize AI's capabilities.

This review is aimed AI's utilization in creating unique treatment strategies, managing rare health conditions, AI-enhanced clinical trial design and execution, AI-assisted manufacturing processes, and analysing mental health disorders. Considering continuous innovations alongside regulation framework support, it's now clear that AI will drastically change pharmaceutical research and healthcare services on a global scale

Keywords: *Artificial intelligence, Machine Learning, Deep Learning, Pharma Industry, Application of AI in Pharma, Drug Discovery, New Medicine Development, Drug Formulation, De Novo Drug Design, Virtual Screening, Personalized Medicine, Digital Health, Pharmaceutical Manufacturing; Pharmaceutical Innovation, Drug Research in AI.*

1. INTRODUCTION

Definition of Artificial Intelligence:

Artificial Intelligence (AI) is a part of computer science that deals with creating machines or software that can carry out tasks that usually need human thinking. These tasks include learning from past experiences, understanding situations, solving problems, and making decisions.

In the pharmaceutical field, technology plays an important role in making the process of finding, creating, and producing medicines better. It uses smart computer tools and calculations to examine a large amount of information. This helps scientists discover new medicines more quickly, understand how they might work in the body, and notice any harmful effects at an early stage.

AI tools can also assist doctors and healthcare providers in giving better care to patients by analyzing health records, suggesting treatment options, and detecting diseases at an early stage. Moreover, in pharmaceutical factories, AI helps in making the production process more accurate, faster, and cost-effective by monitoring machines, predicting faults, and maintaining product quality

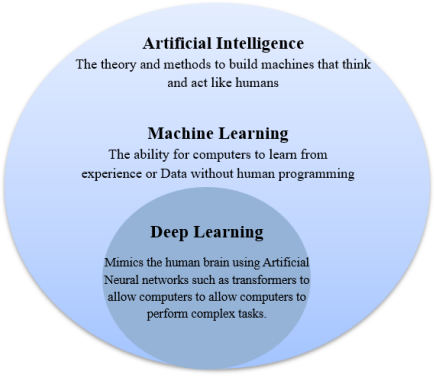

Figure 1: Definition of AI, ML and DL

History of AI:

After playing a significant role in defining the area devoted to the creation of intelligent machines, John Mc Carthy, an American computer scientist pioneer and inventor, was called the "Father of Artificial Intelligence." [2]

Figure 2: JOHN MC CARTHY [5]

A New Direction with Data-Driven Learning (1993–2010):

In the 1990s, researchers shifted their focus. Rather than programming machines with fixed rules, they began teaching them to learn from data. New techniques enabled computers to identify patterns and improve over time. With the increase in digital information and advancements in computing power, this approach started yielding consistent results. [3]

Significant Advances with Deep Learning (2010–Present):

Starting in 2010, a major breakthrough occurred. Computers began utilizing deep learning, a method inspired by the workings of the human brain. This advancement allowed them to achieve remarkable feats, such as speech recognition, image understanding, and assisting doctors with diagnoses. In the medical field, these intelligent systems began contributing to drug development, clinical trial planning, and more precise patient health monitoring. [4]

Overview of AI and Its Evolution in the Pharmaceutical Industry

AI is impact on diverse areas especially in health care and pharmaceutical has been remarkable. The implementation of AI involves the use of computer programs that can analyze data, recognize patterns, make decisions, and comprehend language. Now, even some of the most precise, painstaking, and pervasively regulated activities such as drug design are beginning to employ AI technologies to increase accuracy, speed, and ingenuity.

AI impact on pharmaceutical industry efficiency is one of the latest advancements. For many years researchers have tried to simplify the understanding of molecular interactions and predicting the consequences of a drug using highly specialized computing and AI statistical packages. These novel strategies have expedited several drug development processes by providing useful information long before any experimental work is done.

Advancements in machine deep learning are AI's greatest evolutions. Algorithms can now process an unprecedented amount of data, self-learn from it, and generate predictions. This level of sophistication helps in understanding which drug candidate has higher chances of succeeding, thereby improving the odds of developing new medicines.

AI is useful throughout the entire sequence of pharmaceutical procedures. AI opens new strategies in drug discovery, assists in planning and conducting clinical trials, enhances manufacturing processes, and also elevates patient care. Moreover, AI also plays a significant role in regulatory compliance by providing comprehensive and effective data management and analysis, allowing organizations to adhere to industry standards and regulations.

The entire pharmaceutical cycle is revolutionized by AI. The increase of AI technologies is likely to aid them in succeeding, which in turn would improve drug development systems and healthcare relied upon globally. [6]

Importance of AI in Modern Pharmaceutical Research

Time and Money Aid AI in the Development of New Medicines

The process of developing a new medicine takes more than 10 years and costs a lot of money. The majority of the drugs, do not make it through the final rounds of testing. AI helps by analyzing initial data eliminates all research on drugs which are bound to fail functionally. This approach, enables researchers to expend their finances efficiently. The entire process becomes faster and cheaper.

AI Eases the Management of Tediously Large Volumes of Medical Information.

Medical research deals with a colossal volume of data which includes chemical structures, patient reports, and genetic details. Manually sifting through all this data will take months or even years. With AI everything is much easier. It assists, faster and more efficiently which results in noticing important patterns or connections that may have gone undetected. Overall improves the direction for the next steps in their work.

AI assists in predicting the mechanisms of action of a drug.

Researchers often require some estimate about the behavior of a test drug in the body before trying it out on people. AI tools can simulate the interactions of human cells, organs, and tissues with the drug and give scientists an idea on whether the drug could potentially be beneficial or harmful, saving the early expensive lab tests.

AI is greatly needed in the research and development of new therapies for some complex diseases.

Treating some diseases is a daunting task. AI aids in assessing combinations of molecules with the harmful cells to offer new drug candidates or improved versions of existing ones.

This potentially opens the door to better therapies and new hope for people suffering from severe health complications.

AI Aids in Finding New Uses for Old Medicines

An example of this would be an medicine for one ailment may also be effective on other diseases. AI used that determine the possibilities by scanning outdated research documents and locating concealed links. This method is assisting AI is called drug repurposing which is very efficient and less dangerous compared to coming up with new drugs as it's already been tested for safety. One good example of this is during public health emergencies such as the COVID-19 pandemic.

AI Application Clinical Trials Smoother and More Accuracy

Testing new drug on the people is the final and often the costliest part of developing a drug. These trials are help us understand if a medicine really works and if it's safe and effective. AI can support this process by helping researchers select the right patients for each trial. It can also guess how the treatment might turn out and track how each patient responds during the trial. This makes the whole process quicker and more reliable, cutting down on time and mistakes.

1.5 Important Aspects of AI Technology Is Changing the Pharmaceutical Industry

New Medicine Preparation

Pharmaceutical companies face an ever-growing number of diseases, and the need for new medicines is essential. In the classic approach, researchers would have to look at thousands of compounds one-by-one. Nowadays, more and more potent computers are available that integrate scientific information regarding genes, proteins, and their chemical interactions and help in spotting the most potential drug candidates.

With modern-day engineering and computer systems, it is more straightforward to understand human anatomy and its composition. In turn, this helps to narrow focus to the most viable options compared to having to perform many tests with complicated results. [8]

Clinical trials

Clinics spend a large percentage of their revenues on the development of clinical tests since the basic premise is profit-driven.

The test itself is a very important phase but also very time-consuming. Nowadays, more and more tools are out there for digitally sifting through large heaps of patient information and stratifying them for studies.

Such tools utilize their health records and treatments undergone earlier and give healthcare operators a chance to closely watch controlled individuals by way of early observation of side effects and ensuring optimal performance of the trial. [9]

Pharmaceutical Manufacturing and Quality Management

The COVID-19 pandemic has highlighted how far advanced we are. The production of medicines has changed from traditional methods to automation. Modern smart machines have been created to handle mixing, packing and other monotonous tasks, as well as to improve efficiency. With these are new machines, the possibility of error has become very minimal and not.

Quality assurance during production has also improved and better with the access to advanced technology sensors and imaging tools. Any issues in the products, such as broken tablets or packaging errors, are detected and fixed prior to distribution. This guarantees that repairs are carried out in a way that patients are not exposed to harmful medicines.

Individualized Treatments and Clinical Support

Tackling patients on an individual basis has taken over the norm of treating everyone the same. focused on factors like lifestyle, family medical history, and genes, doctors can provide customized treatment plans for each patient.

Moreover, the digital apps are being incorporated into routine life. Patients can now be set reminded to take their medicine, check symptoms, or receive simple simple healthcare tips and suggestions. In some cases, systems have been designed to detect early warning signs and recommend making an appointment with the doctor. [10]

Monitoring Drug Safety After Launch

Post-marketing surveillance of drug safety is essential even after marketing authorization and sales have been granted. To assist in this, many companies incorporate health systems as well as public health services that monitor and scan social media, and other platforms for any relevant posts or alarming reports stemming from hospitals or clinics.

This allows for an early response to be taken that prevents widespread damage and allows for rapid response actions like issuing alerts or recalls of the products. It allows the companies to remain compliant with the legal health requirements as well as safety standards lawfully pledged by the companies. [11]

1.5.6 Ensuring Compliance with Rules and Documentation

This ensures that public safety is not compromised by the pharmaceutical industries. With all the compliance requirements comes a great deal of documentation, nowadays, documentationis automated and systematically organized such that the steps are monitored, and procedures are followed.

Assisting employees with evolving regulations prepares them beforehand for possible audits. Providing this type of assistance allows these companies to circumvent such blunders and maintain smooth sailing operations.

Research on Mental health and Brain Disorders

The exploration of the sicknesses that affect the mind and body have been some of the most rigorous challenges owing to the complexity of the organs involved. But nowadays, the tools available assist in figuring out problems in behaviors, brain responses to treatment, and changes appearing in medical scans.

With these are new understandings, personalized treatments can be designed for anxiety, depression, and even Alzheimer's and Parkinson's diseases in addition to providing the timely diagnosis.

The Diagnosing Illness and Protecting Public Health

Globally, digital technology is being adopted to aid health organizations in tracking and preparing for potential outbreaks of contagious diseases. The systems analyze multiple data sources such as hospital data, meteorological information, and

travel data to find areas that may pose a problem in the near future.

This enables public health leaders to take timely preemptive measures like issuing alerts, allowing vaccination, or even stocking medical supplies. Such powerful tools help in stopping illness before it spreads and aids communities by taking preventive action well before the health crisis gets out of control. [12]

APPLICATION OF AI IN PHARMA INDUSTRY

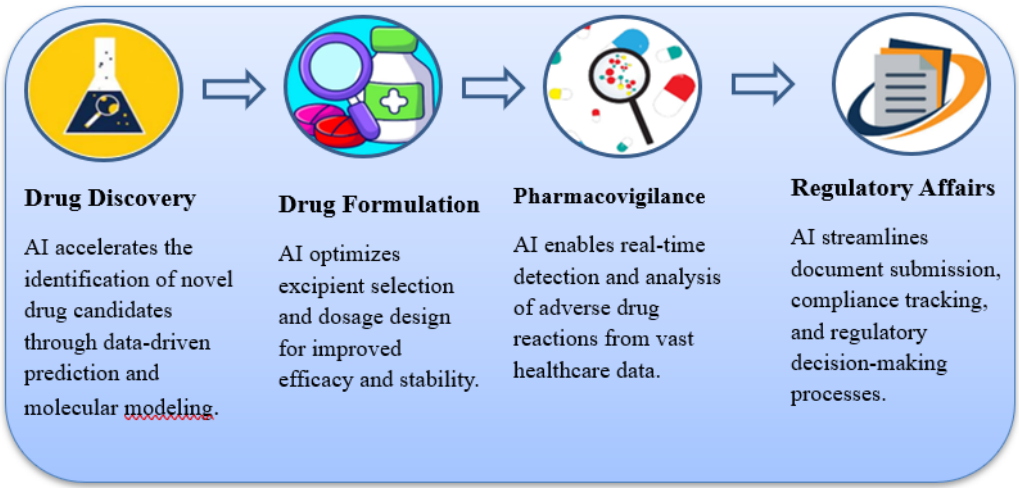

Figure 3: Application of Artificial intelligence in Drug Discovery, Drug Formulation, Pharmacovigilance, Regulatory Affairs

APPLICATION OF AI IN DRUG DISCOVERY AND DESIGN

The use of modern technologies for drug design and discovery has shown a lot of promise. It is a importance process-combination of scientific and business practices of both. New drug development takes duration between 10-15 years and costs range anywhere from a few hundred million to billion dollars. This is because of the complex processes that require carrying out extensive research thorough building models to comprehensively understand them to designing their structures. The automated systems carefully have to go through the vicious loop of testing, analyzing data, iterating, and refining. They have to reconcile a plethora of constraints during the development phase. The metrics used to evaluate drugs and drugs seem and treating it like an optimization problem.

The primary goal the industry is pursuing is to use advanced computing technologies that can deeply and thoroughly analyze and evaluate voluminous medical and scientific data. This would require employing smart systems, capable of comprehensively processing deep learning algorithms to combine patterns discovered during analysis of data on previously terabytes of data achieved during prior experiments. And it is identifications various risk factors much early in the process.

These smart inventions aid research by determining predictive analytics and useful inferences based on identifying patterns from multitudes of biological and chemical datasets in far less time than traditional methods. Thus, drug discovery becomes more precise, rapid, and optimized.

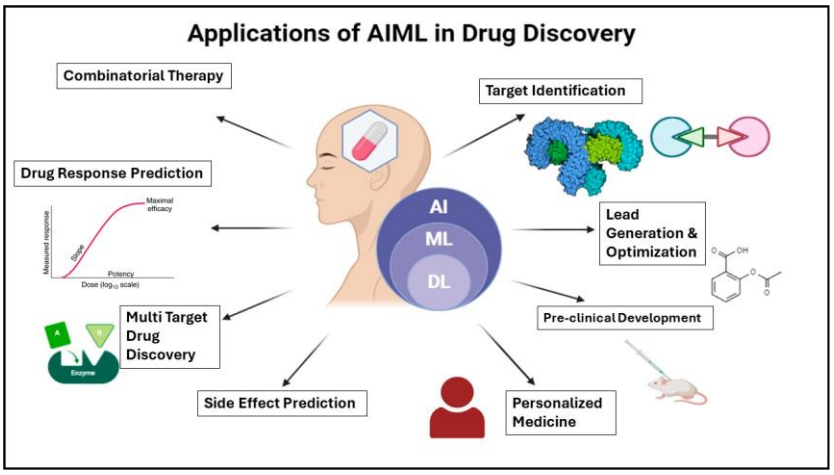

Figure 4: Various applications of AI/ML in drug discovery

Identification of Targets

Identifying a possible target in the human body like a protein or a gene crucial to a disease – is the first step of developing a drug. A successful targeting approach is fundamental as it gives a blueprint for designing an effective drug. Nevertheless, selection of the right target poses a problem because the human body has a myriad of targets – thousand and thousand.

The latest advancements in data analytics have made it possible to analyze genomic and proteomic data alongside patient

information and clinical data to search for potential targets. With the help of the advanced tools, the interdisciplinary connections between genes, proteins, and diseases, which could not be discerned through traditional research approaches, could be upheld. The importance of this approach lies in the fact that a large number of important targets related to diseases have been discovered which were previously ignored. [13]

Virtual Screening - A More Efficient Process for Choosing Drug Compounds

Upon determining the exacerabting cause of a disease such as a specific protein or an enzyme, the subsequent phase demands diving into the arsenal of chemical compounds that may have the potential to modulate the disease's biological mechanisms. Some years back, the progress of science relied either on testing thousands, or in some instances, even millions of compounds physically in the laboratory to check their efficacy on the biological target. This approach, although remarkably successful, was time-intensive, laborious, and costly.

The shift to using advanced computers and automation for work has developed new methods of screening. During Virtual Screening, computers are provided with specific data about the compound, the enzyme, and its structure, and simulate how it would interact with the biological target. Rather than physically stirring together compounds in a beaker, researchers use algorithms to calculate the probabilities of molecular interactions with the enzyme.

This method enables the filtering of a large number of weak or ineffective compounds before ever setting foot in a laboratory in new-synthesized compound testing. Instead, only the best candidates are selected, those who are predicted to show above a certain threshold interaction with the biological target are subjected to further experimental evaluation. This has dramatically lessened the need for real-world synthesis and testing of compounds.

This doesn't just cut down the cost—it also shortens the timeline of drug development and allows researchers to explore a much wider chemical space than would ever be possible manually. In modern pharmaceutical research, virtual screening is now considered an essential first step in identifying lead compounds. [14]

Structure Activity Relationship (SAR) Modeling – The Chemistry of Drug Action

Researchers first need to assess the molecular structures of the potential drug molecules to determine how modifying the chemistry of each molecule would affect its function in the human body. This is the essence of SAR modeling. To put it simply, SAR is an acronym for Structure-Activity Relationship, which depicts the relationship between the structure of a molecule and its biological activity.

A molecule comprises several parts, components that are crucial to its behavior; for instance, how it binds to a specific biological target, the longevity of its activity within the body, and if any side effects are to be experienced. Bear in mind, replacing a hydrogen atom with a fluorine atom might seem slightly insignificant, but it can have a compound's effective or safe outcome.

SAR modeling enables scientists to analyze in an orderly fashion and data driven manner. The relationships formed from numerous databases of previously studied molecules and their effects enable researchers to identify certain structural elements that are linked with good or bad outcomes. Advanced software tools, along with statistical models, assist in pattern based predictions of behavior of new or modified compounds. [15]

De Novo Drug Design – Creating New Molecules from Scratch

In some cases, it is crucial to develop a completely new molecule for a specific biological target. This design is referred to as de novo drug design. De novo translates to "from scratch," which in drug discovery context means designing a new, chemically, and structurally non-existent compound.

The need for a design of this type comes about when there are no known drugs, or chemical templates are available to use on the disease target in question. Given that the number of possible molecules that could theoretically be synthesized is far too great—estimated to be over 10^{60}—none of them could be tested put through physical testing.

To tackle this problem, scientists employ specialized software and algorithms that integrate concepts from the disciplines of medicinal chemistry, molecular biology, and artificial intelligence. These tools have been designed to follow established chemical rules, such as correct bonding and molecular stability, while optimizing other factors such as bioavailability, solubility, nontoxicity, and most critically, generating new structures that will be able to interact with the disease target effectively.

There are two principal methods in de novo design:

Structure-based design, where molecules are constructed to fit into the 3D structural target of interest, like the active site of a protein in a docking simulation.

Ligand-based design, where new compounds are developed based on known active molecules with the intention to achieve identical, enhanced, or improved activity.

This technique, in particular, stands out with its ability to make novel approaches to the problem. There is a possibility of

discovering highly innovative drugs because de novo design renders unparalleled chemical spaces that, previously, no one had thought of going to. Complex diseases can benefit from novel treatment options when traditional routes of drug discovery stagnate. [16]

Drug Repurposing – Using Old Drugs in a New Way

Therefore, drug repurposing is the particularly approach of looking for new treatments precisely because we now have powerful technology, and not using it rationally serves no purpose. Rather than starting from scratch with a new drug, researchers see if a drug that has already gone through the approval process might be useful for another condition. This is cost-efficient and saves a great deal of time in the development process because the safety, side effects, and behavior of the drug in the body are already known.

This was very relevant during the urgency public health emergencies and mountains posed by COVID-19 when every minute was of utmost substance. Scientists very rapidly tested all the available drugs that had initially been created for other ailments like herpes and malarial fever, with the hopes of coming up with cures for the deceased.

Behind the scenes, potent computer systems are tasked with the analytical operations in combination with medical databases for the study-of study various diseases, the way they react to drugs, and the possibility of cross reactions. There is a hidden boundless vista of available information from clinical studies, hospital documentation alongside molecular inspection, through which scientists are capable of deriving astonishing results. A dose meant for a particular type of cancer, for example, is likely to help in inflammation while some other could assist in brain operations, true. [17]

Toxicity Prediction - Starting with Safety Integrating Drug Safety

The ability to predict risks of a new medicine is highly challenging. The primary reason is the multitude of steps to follow, often with harsh feedback if the steps are taken out of order. Then, if a discovered medicine passes all tests, it is not guaranteed it will be effective to the patients because of its potential side effects. Countless experienced doctors and researchers working for years on the project come to the devastating conclusion the new medicine does not have the desired organ safety. It is quite clear that precision in organ safety assessment is a critical part that can either cause the failure or success of a new drug in diverse clinics.

Current advancements in technology have enhanced this procedure. Software tools are available that can examine the composition of the new drug alongside large databases of known toxic substances. Algorithms perform stepwise risk assessment studies considering each risk factor in regression with elimination of redundancy approach; the components previously assessed do not make any further reappearance after their first removal from the study. For instance, one sizeable risk can include compounds with a known history for proprietary liver damage. Such ideas can also be used for cross unfamiliar numerous poisons that may need sequential phase-identified-cancelable-exploplation for design reconsideration or pretty much clear removal altogether.

Systems can be trained to use pattern recognition algorithms and identify less apparent known correlates. They study how the compound behaves in a biological ecosystem and if it can cause allergic reactions, carcinogenesis, organ function disruption, or organ split. [18]

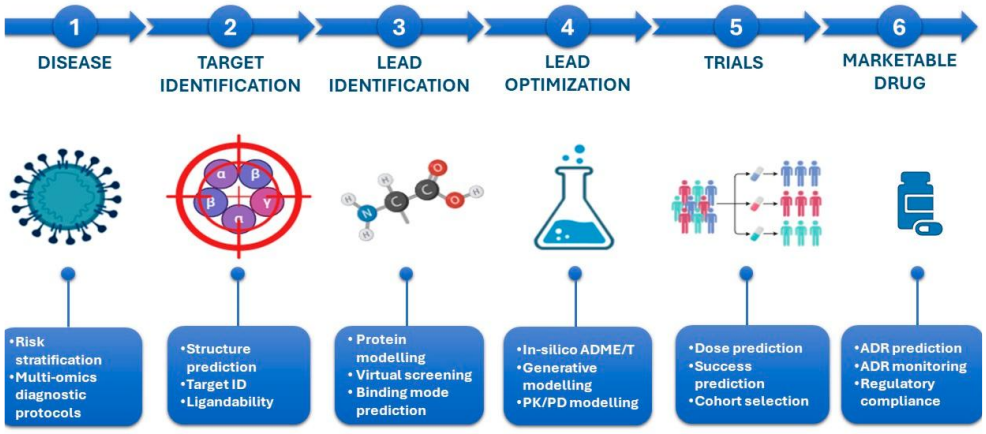

Figure 5: Applications of AI across the drug discovery continuum.

APPLICATION OF AI IN PHARMACEUTICAL DRUG FORMULATION

One of the areas which embraces AI technology is the pharmaceutical industry. The development of new formulations was considered a complex and very tedious process in the past due to use of trial and the error methods. With data-driven models,

AI can now assist scientists in predicting the composition and optimizing the formulation of the drug. AI aids in the design of dosage forms, selection of appropriate excipients, stabilization, and enhancement of the drug's bioavailability. All of this is achievable with the analysis of large datasets. This remarkably enables the reduction of time and resource investment while enhancing accuracy and efficiency in the creation of safe and effective medications.

The expected future of AI technology is the continuous expansion of its boundaries with the automation of numerous processes in the pharmaceutical industry. By collecting extensive databases, many pharmaceutical companies can now utilize AI in drug formulation, bringing forth new innovations, improving production efficiency, and enhancing the overall therapeutic effects of the drugs developed.

AI Application in Creating Dosage Forms (Tablets, Capsules, Injections, and Suspensions)

Pharmaceutical companies are automating the design and development of different forms of dosage using Artificial Intelligence. Previously, the steps in formulation were 'formulated' inductively, and there was a lot of guesswork involved, each relying on trial and error. For more than six months, a scientist had to attempt using different blends of excipients, processing conditions, and active pharmaceutical ingredients (APIs). Nowadays, AI has made it possible to simulate and anticipate how a formulation would perform in practice, allowing for the conservation of resources such as time and materials.

For solid dosage forms such as tablets and capsules, AI models help predict disintegration time, dissolution profile, and hardness integrated with previous experimental data and formulation parameters. In the case of liquid dosage forms such as injections and suspensions, AI can help select appropriate solvents and stabilizing agents, as well as ideal particle sizes that influence the availability and stability of the drug. Thus, pharmaceutical companies are able to manufacture superior dosage forms with increased ease and fewer errors during attempts at development. [19]

AI Enabled Optimization of Formulation Variables

The stability and performance of the product are largely determined by the type and amounts of excipients which include, but are not limited to, fillers, disintegrants, and binders. The correct formulation was obtained through tedious lab cycles and iterative processes, but AI machine learning and algorithms have shown accuracy and ease compared to manual procedures. For example, ANNs or SVMs are able to model the expected outcome of combinations of precursors which have been conducted in conjunction with other known experimental results.

Such work could not silmultaneously be accomplished without the aid of AI, which now permits estimation of optimal interactions of excipients with APIs including influence of bound some binders on the overall hardness of the tablet, as well as the participation of some disintegrin in dissolution rates over time. This is greatly appreciated in case of formulations for geriatrics and pediatrics where administration involves masking the taste of the formulation. By removing unnecessary and redundant attempts of formulating, product development timelines are greatly enhanced due to AI. [20]

Contribution of Design of Experiment (DoE) and Statistical Tools

Within the context of pharmaceutical research, DoE (Design of Experiments) pertains to a systematic approach for analyzing the effects of several specific factors on the outcome of a product. Incorporating AI into DoE improvises the work. The AI system improves the model by examining the relationships among the factors which heeded from the DoE and anticipating models for multiple test cases. Because this work is highly automated, the number of experiments which need to be carried out is considerably lowered.

Multivariate analysis and regression techniques might be applied to estimate outcomes such as pH, temperature, and mixing speed. AI is able to solve complicated equations and provide the best solutions. Using this method increases the efficacy of formulation methods by applying the least error principle. [21]

AI in Enhancing Stability and Bioavailability

As stated previously, stability and bioavailability are crucial in the formulation of a drug. AI has shown its usefulness when it comes to predicting and improving either of the two. For example, AI models can evaluate data from stability studies and determine possible degradation pathways of a particular drug. Formulators in this case can opt for suitable preservatives, pH modifiers, or even antioxidants to ensure that the intended shelf life and drug safety is achieved.

With poorly soluble drugs, the main concern regarding bioavailability is lack of it. AI assists in selecting or designing solubilizers, lipid carriers, or even nano-formulation techniques that improve the drug's bioavailability. AI enables formulators to devise more effective product solutions by predicting the outcome of specific combinations of excipient components and delivery methods. This dramatically reduces post-marketing failures. It also reduces the chances of facing regulatory challenges because during development, the product is unlikely to become unstable. [22]

Use Cases and Examples in Industry

The world's leading companies in pharmaceutical industry have robotic tools into their developing and formulating processes. For instance, usage of X-ray CNNs in the tablets' internal structure inspection. With the technology, cracks, air

pockets and heterogeneously distributed active ingredients can be identified with greater than 90% accuracy which helps in augmented QC during production.

One of these includes the development of AI applications in controlled release capsules development for NSAIDs which reduces the dosage frequency and the gastric irritation caused by the drug. These practical day to day examples illustrate the ability of AI technology to reduce production costs, save time during the process of development, and enhance the safety and efficacy of pharmaceutical products. [23]

AI Formulation Challenges and New Possible Applications

In as much as AI has automated formulation and precision medicine, challenges still exist regarding the absence of high-grade stratified data. AI relies on algorithms, and complete and reliable datasets usually hinder trustworthy predictions. Trustworthy predictions also depend on datasets integrity and completeness. Unfortunately, robust datasets and complete datasets are lacking. A lot of pharmaceutical companies are still stuck in paper processes which integrate data capture and integration at "glacial pace."

The US FDA and India's CDSCO are still developing policies that offer unambiguous delineation for AI utilization in drug development. As with most tech-enabled domains, regulation acceptance of AI within frameworks is un-abundantly clear, dormant possibilities of AI unlike in other domains, on untouched territories exist. Despite this, the expectation remains positive. AI is expected to permit personalized prescription design, quality assurance inline during manufacturing, performance forecasting, and much more in patient-centric medicine development. [24]

APPLICATION OF AI IN PHARMACOVIGILANCE- DRUG SAFETY

In healthcare, the practice of pharmacovigilance, in particular enhances a system or applies its value because it requires continuous monitoring of drug safety and therapeutic effectiveness. This involves monitoring and evaluation of an Adverse Drug Reaction ADRE which may occur post marketing surveillance. Traditionally, automation has driven reporting, collecting data, and conducting data reviews and analysis using spreadsheets which is helpful but has its challenges. These systems tend to overlook timely identification, sufficient information retrieval, certain cases not being captured, and actionable cases not being acted upon within a reasonable period.

Artificial Intelligence (AI) plays a critical role in shifting pharmacovigilance from a reactive to proactive approach. AI technologies, particularly machine learning and Natural Language Processing (NLP), enable the analysis and utilization of enormous volumes of both structured and unstructured demographic and health information data such as electronic health records, medical records, and even patient social media interactions.

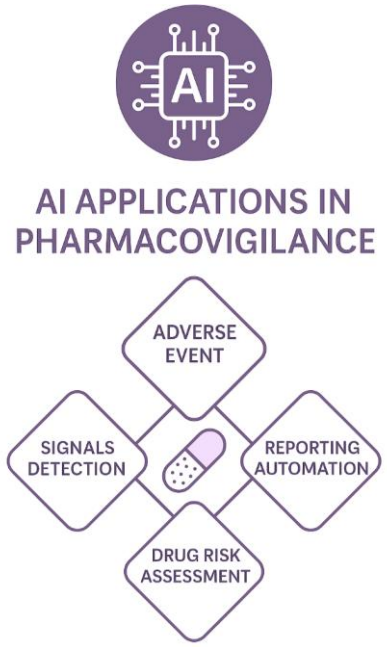

Figure 6: AI Application in Pharmacovigilance

The Role of AI in the Early Approximation of Adverse Drug Reactions (ADRs) from Clinical Data

The first objective of pharmacovigilance is concerned with the optimal early detection of adverse drug reactions (ADRs).

This is very critical, as timely identification of such reactions can prevent danger, optimize therapeutic outcomes, and inform critical regulatory decisions. Most classic systems depend on passive reporting systems where patients or healthcare practitioners report activities. These systems are often inconsistent, late, and at times incomplete.

AI (apart from other approaches), and more specifically via machine learning techniques, offers a far more efficient and proactive system of identifying ADRs through real world clinical data

sources. AI frameworks can process massive amounts of both structured data like lab test results, diagnosis codes, and prescriptions, as well as unstructured data like physician notes, radiology reports, and discharge summaries available in electronic health records (EHRs). The fundamental principle these technologies rely on goes beyond raw computation speed. They are also built to discover hidden associations or patterns that human reviewers would not because of datasets large or intricate.

Supervised machine learning models can be trained on historical patient data where adverse drug reactions (ADRs) are already documented. These models "learn" which combinations of ADR predictors – such as drug type, dosage, laboratory values and other concomitant illnesses (comorbidities) – intertwine to presage an adverse event. Subsequently, they can be 'deployed' to new patients' data to monitor and identify possible ADRs during real-time patient care.

An illustration could involve artificial intelligence monitoring liver function tests of thousands of patients undergoing treatment with a given drug. If a considerable proportion of these patients is found to be increasing in terms of ALT or AST, then probably, the system is learning to recognize patterns that point to liver damage. Although such changes may not readily draw concerns by themselves, the sort of insight that AI systems bring out - when combined with data from immense proportions of populations - makes early signals that usually tend to get ignored, valuable. [25]

AI in Social Media Monitoring for Early Signal Detection

Social media platforms such as Twitter, Facebook, Reddit, and even patient support forums are being monitored by AI systems for adverse drug reactions (ADRs) concerns. Patients and users regularly share their experiences with medications and care routines, and many talk about side effects as well. Passive pharmacovigilance systems are likely to overlook these, especially among younger and more technologically adept users who do not make their concerns known through traditional reporting systems.

AI applications filter posts through algorithms looking for named drugs, symptoms, and overall sentiment; for instance, NLP techniques; if a noticeable number of users start complaining about spinning sensations after taking a new medication, AI can consider this major signal as a safety issue. These systems operate in real time, enabling early pattern detection that can be acted on more quickly by regulatory bodies and drug manufacturers.

Despite the fact that informal expressions and sarcasm pose a significant challenge, AI is a positive factor in moving drug safety surveillance activities outside of the confines of hospitals and clinics, collecting data from patients' actual living environments. [26]

Individual Case Safety Report (ICSR) Processing used with the AI Automation.

Health authorities and pharmaceutical companies need to process a large number of Individual Case Safety Reports (ICSRs) which give information regarding possible adverse drug reactions (ADRs). The screening of these reports is an arduous task and can be prone to data entry or interpretation errors.

Automation makes handling these sophisticated processes easier. AI features automated information retrieval capabilities such as extracting the drug's name, adverse event type, severity, and patient outcome. AI has aids using NLP (Natural Language Processing) that helps understand both the structured and unstructured data in the reports. This enhancement saves time for each report's review, increases standardization, and minimizes errors. [27]

AI Applications in Signal Detection and Prioritization

After detecting the signals corresponding to the potential adverse drug reactions (ADRs), there's a need for refinements evaluated with respect to their significance and urgency which still require AI assistance. Through automation, AI systems constantly track intricate datasets from myriad sources including electronic health records, spontaneous reports, and relevant medical literature up to the minute. By employing advanced algorithms, these systems monitor multi-dimensional data and identify patterns scoring each ADR in relation to the system's severity, frequency, and impact.

These AI systems can assign priorities to signals which may have a higher potential to represent genuine safety issues so that pharmacovigilance teams can focus on the most critical issues first. AI also helps in mitigating the overloaded alerts—negative risks that are falsely presumed to be present—and aid to focus the resources on productive potential investigations. Unlike other models, AI works with a plethora of patient specific attributes like, age, and accompanying illness which alters the risk assessment and arm precision around the risk assessment.

AI powered technologies help overcome challenges in procedural monitoring enhancing the speed and accuracy in

pharmacovigilance for effective public health safety. With the aid of AI in the process of signal detection and prioritization, drug developers and regulatory authorities are guaranteed enhanced precision with quick responses on public health safety. [28]

AI in Benefit-Risk Analysis of Medications

Evaluating the pros and cons of a medicine requires considerable effort and AI puts its best strategies in action to make evaluation easier. AI scrapes data from patients using the medication which consists of treatment success, side effects, and quality of life measures. By doing this, a well-adjusted view of the medication is drawn.

Through the analysis of clinical trials, electronic records, and patient registries, AI draws trends and patterns that help decide whether a drug's pros surpass its cons. Because of this, informed decisions can be made on whether or not a medication is suitable for sale or too high risk and needs to be withdrawn from the market.

AI increases the efficiency in which data is dealt with, meaning its processed in real-time, making the data more accurate result and timely. This, in turn, ensures that the assessment done on the benefit and risk is done correctly which results in healthcare providers and patients making better decisions when it comes to the treatment that they choose. [29]

The Pharmacovigilance AI Technology Integration and Regulation Perspectives

Like other stakeholders, the US FDA, European Medicines Agency (EMA), and India Central Drugs Standard Control Organization (CDSCO) have acknowledged the application of AI technologies to improve the safety monitoring of drugs. These organizations are actively seeking methods of employing AI technologies in pharmacovigilance to better manage the increasing volumes of safety data.

For the FDA are AI system enabled under the 21st Century Cures Act encourages the use of real-world evidence—data collected outside of clinical trials—which is frequently reliant on AI to scrutinize extensive intricate datasets. AI enables regulators to pinpoint safety signals quicker, which permits more proactive measures to be taken.

Regulators, however, remain fully wary of AI adoption due to the need for transparency of algorithms, accuracy validation, privacy bias ethical scrutiny, and other alleged multidisciplinary issues. These bodies focus more on creating policy frameworks targeted towards ensuring the accountability, equity, and responsibility of regulatory decisions employing AI technologies. [30]

APPLICATION OF AI IN REGULATORY AFFAIRS

The compliance regarding the healthcare together with the pharmaceutical fields is one integral domain area concerned with verifying that all the necessary legal requirements are fulfilled especially regarding the submission of documents for drugs and medical devices for antibiotics. That process involves preparing and filing many documents to relevant bodies like the FDA and EMA, and patiently waiting for their approval. These processes are now being altered by machine learning algorithms, increasing the accuracy and efficiency of the workflows.

AI in Reviewing Regulatory Documents

Perhaps one of the most prominent difficulties in the area of regulatory affairs is the existence of the enormous accompanying data set of multi-faceted and, at times, convoluted information pertaining to drug development like clinical trial results, safety evaluations, manufacturing, and even labeling guidelines. Traditionally experts would manually review documents to flag any potential compliance issues contend with multifaceted systematic heuristics. Complete document review is still a standard practice that industry professionals perform, but it tends to be monotonous, very time consuming, and repetitive, straining resources leading both to oversights.

Help is now out there in the form of AI, whereby algorithms are capable of interpreting and scanning through huge swathes of data within fraction of seconds using AI technologies such as NLP or natural language processing. AI systems that employ NLP techniques are able to 'read' regulatory documents, pull necessary language, and checks for inconsistencies or missing elements. Such checks that were previously undertaken by humans at later stages of submission can now be screened at raw stages increasing the chances of regulatory acceptance.

For instance, AI can ensure that the right terms are applied within documents relative to their corresponding regulation frameworks and flag them for the eyes of evaluators. The interaction of expert manpower and innovative technologies boosts accuracy levels and speeds on document accuracy and swift preparation. [31]

AI's Assistance to Authority Bodies

Each year, new drugs and medical products add to the ever-expanding catalog. With every new submission comes new applications that in themselves require painstaking safety and efficacy data evaluation dissection.

AI models nowadays are capable of analyzing clinical trials alongside post-marketing surveillance reports, flagging any concerning trends to aid these agencies in looking for potential issues. AI has come as a relief, as machine learning models can now flag unusual patterns which point to adverse changes, giving room for regulation or action from the authorities

before great change.

Moreover, AI technology can streamline application adjudication by flagging submissions categorically based on severity or public health relevance. For example, faster review for life saving therapies can also be flagged for expedited review. Timely decisions are now complemented with resource optimization owing to this method. [32]

E-Submissions and AI in Fast-Track Approvals

E-submissions, which is the electronic submission of specific documents pertaining to regulations, have been adopted in most countries. Unlike traditional filing systems, e-submissions ease access to the documents and their management. With the use of AI, this step is simplified even more by checking compliance with submission guidelines, including eCTD formats, and ensuring the folders are completed prior to submission.

These actions are essential in minimizing time spent validating submissions that stand a chance to delay approval due to errors. Automatic document validation enhances the fast-tracking of approvals in times of public health emergencies to improve patient outcomes as well as access to novel important therapies.

An example of the interaction between technology and medicine that took place at a fast pace is seen during the COVID-19 pandemic where AI-powered e-submissions enabled regulatory authorities to thoroughly but rapidly evaluate vaccine applications to ensure all safety measures were met. [33]

Prevention of Errors and Maintaining Compliance

Operational blunders in regulatory submissions are likely have adverse consequences including breaching patient safety protocols. Such mistakes are easily remedied by AI technologies which watch over documents for accuracy and thoroughness.

AI technologies provides full proofreading which guarantees responsibility during the review process. Commentable documents are verified to assure that all comments within the documents are legally contractible. Moreover, users are notified about missing relevant sections or areas that misuse definitional boundaries of the law or regulation.

Achieving compliance with regulations is made easier by the use AI technologies because less manual effort is required, resulting in safer healthcare products available in the market. [34]

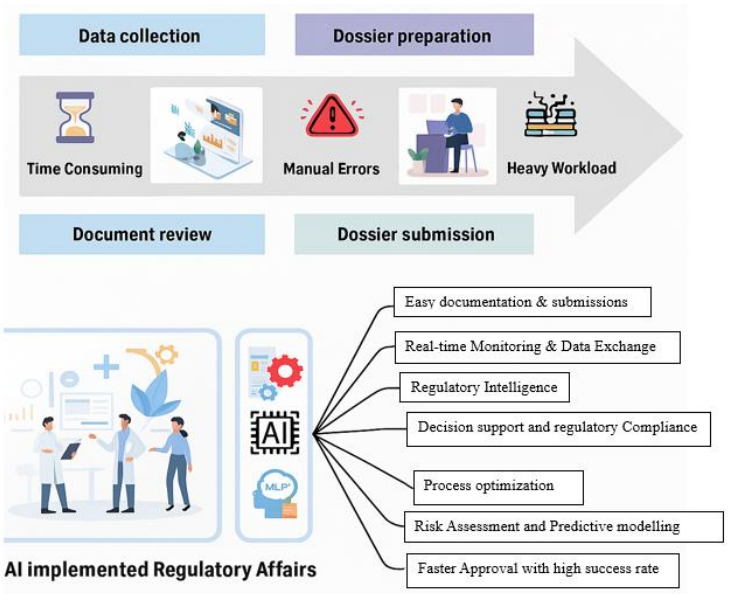

Figure 7: AI Application in Regulatory Affairs

CHALLENGES AND LIMITATIONS OF AI APPLICATION IN THE PHARMACEUTICAL INDUSTRY

Artificial intelligence (AI) is bringing meaningful advancements technology to the pharmaceutical sector, it also poses several difficulties that must be addressed. These include concerns about data protection, ethical issues, regulatory issues, limited skilled professionals, and excessive reliance on technology.

Data Privacy, Patient Confidentiality, and Ethical Concerns for AI-

One of the most challenges in using AI in healthcare and pharmaceuticals is keeping patient information and data secure and confidential. AI tools often process vast amounts of sensitive data—like patient histories, diagnostic results, and genetic

details. Without strong security measures, there's a risk of unauthorized access or misuse of this information.

Ethical concerns also arise when AI is used involved in the decision-making. Patients may be not always be informed about how their data is being used, or they may not give proper consent. In some cases, AI models trained on biased datasets may lead to unfair outcomes or discrimination many times.

Example: If an AI system is trained using mostly data

from one ethnic background, it may not perform well for patients from other groups, possibly leading to less effective or inaccurate treatment. [35]

Regulatory Barriers to AI Approval

Getting approval for AI-based tools in the pharmaceutical sector is complicated. Regulatory authorities like the FDA in the USA or the CDSCO in India have clear processes for approving traditional drugs and medical devices. So AI tools are different that are dynamic and can be update themselves over time as they learn from new data.

This adaptive nature makes it hard for regulators to ensure safety and consistency in performance, especially after deployment. Current regulations may not fully cover how these evolving systems should be assessed.

Example: AI tool that are predicts drug responses may improve many times, but some time regulators need assurance that such updates will not introduce new risks. [36]

Shortage of Experts Skilled person in Both AI and Pharma Industry:

There is a growing demand for professionals who are knowledgeable in both artificial intelligence and pharmaceutical science. While there are many AI experts and data analysts, few of them have a strong background in drug development, clinical research, or patient care.

This gap makes it harder to design AI systems that are accurate, useful, and applicable in real-world pharmaceutical settings. Collaboration between technical and medical professionals is essential, but such partnerships are still not very common and useful.

Example: A developer may create a model that predicts drug interactions, but without medical input, it might overlook critical clinical factors.

Risks of Over dependence on AI Applications:

That AI can be analyze data quickly and recognize patterns, it can still make mistakes. Errors that occur if the data is incorrect, the algorithm has flaws, or the system fails to recognize unique situations. Over the dependence on AI without proper human supervision can be result in wrong decisions and not accurate, potentially affecting patient safety.

So, AI tech lack human emotions and judgment. They may be not consider a patient's personal preferences or emotional needs, which are important in healthcare decision-making.

Example: An AI model might suggest the right medication based on medical tests but ignore the patient's lifestyle, values, or comfort, leading to inappropriate treatment from a

Human-centered view. [37]

High Cost of AI Implementation in Pharma

AI systems Developing and implementing in the pharmaceutical field is very expensive. It is required investment in advanced hardware, software, data storage, and cybersecurity. Additionally, companies must spend money on training staff, maintaining AI tools, and ensuring compliance with legal requirements.

For small and medium enterprises in pharmaceutical trade, these costs could serve as a pronounced barrier. They might lack of economic Situation or technological capabilities to adopt AI technologies efficiently, which hampers equity and accelerates digital transformation within the industry.

Example: AI-powered robots or systems Installing the manufacturing plants or R&D labs can cost millions, making it unaffordable for many smaller pharma companies. [38]

Data and information Quality and Availabilities Issues:

AI and ML system that are only as good as the data, they are trained. In the pharmaceutical industry, high-quality, accurate, and complete data is essential—but often difficult to obtain. Various Problems such as the missing data, outdated records, or non-standardized formats can limit AI performance.

So, the healthcare data is locked in private databases or restricted by laws, making it hard to access for model training. Without clean and consistent data, AI tools may produce unreliable results and inaccurate Result.

Example: AI model is trained using incomplete clinical trial data, it may suggest wrong predictions or miss key drug safety

signals many times. [39]

PHARMA COMPANIES COLLABORATION WITH AI TECHNOLOGY:

AI and pharmaceutical companies have created partnerships to develop therapeutic products. Many of the industry's collaborations with AI are related to drug discovery and clinical studies. AI plays a crucial role in tackling many of the industry's most pressing issues.

We will look at the top ten highest-grossing pharmaceutical businesses that use AI or machine learning for drug discovery, clinical research, disease diagnostics, innovative treatment, predictions, data analysis, and so on.

Table 1: Pharma company collaboration with AI [40-41]

Sr. No	Pharmaceutical company	Collaboration Scope
1	Pfizer	Using AI to analyze vast datasets and used in drug discovery To apply AI & quantum physics to improve the accuracy and efficiency of drug solid-state research to employ artificial intelligence and real-world data in oncology The major goal of this collaboration is to use artificial intelligence to better comprehend patients' clinical journeys.
2	Novartis	Clinical trials: Applying AI algorithms to optimize patient selection, treatment protocols, and data analysis during clinical trials.
3	Johnson & Johnson	High-throughput screening: Using AI to accelerate the screening of compounds and identify potential drug leads.
4	Merk	Biomarker research: Using AI to identify and validate biomarkers that can aid in disease
5	Roche	Drug development: Leveraging AI to uncover new drug targets and validate potential drug compounds.
6	GSK (Glaxo Smith Kline)	AI-driven drug design: Utilizing AI to design and optimize drug molecules for enhanced potency and safety.
7	Bayer	Developing the best AI platform & using it to transform small-molecule drug discovery
8	Sanofi	AI is being used to stratify patient groups to provide more targeted and effective therapies.
9	AstraZeneca	Use machine learning and artificial intelligence to find potential novel medications for chronic renal disease and idiopathic pulmonary fibrosis.

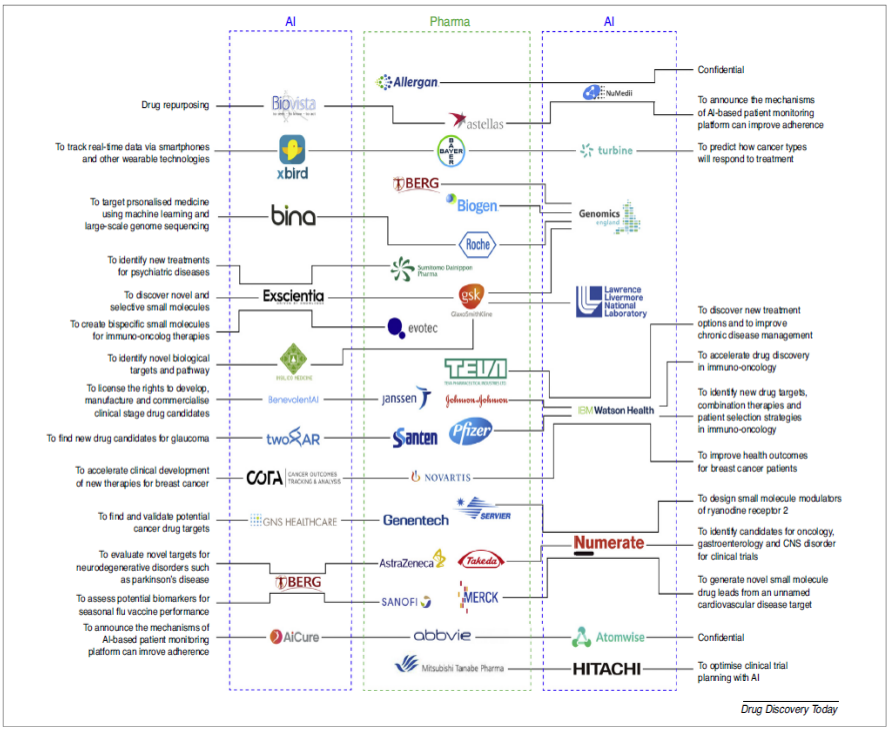

Figure 8: Partnerships between artificial intelligence (AI) and pharmaceutical companies and areas of collaboration in drug development.

2. CONCLUSION

Artificial Intelligence (AI) is revolutionizing the pharmaceutical sector by accelerating drug development, enhancing accuracy, and reducing costs. Historically, the process of drug development was lengthy and costly, but AI now optimizes every phase-from discovery to regulatory approval. In the realm of drug discovery, AI rapidly evaluates thousands of compounds, forecasts their efficacy, and assists researchers in concentrating on the most promising candidates. It also contributes to the understanding of molecular interactions and the creation of new drug compounds. During formulation, AI refines ingredient selection, boosts stability, and identifies the optimal dosage form, leading to better patient outcomes. AI is crucial in pharmacovigilance, as it detects side effects early by analyzing clinical data and even social media. In the field of regulatory affairs, AI accelerates the preparation of documentation and communication with agencies such as the FDA, thereby minimizing approval delays. However, despite its advantages, AI encounters obstacles like data privacy concerns, high expenses, restricted data access, and the necessity for skilled professionals. An over-dependence on AI might also diminish the human element in healthcare. Nevertheless, the expanding role of AI holds the promise of a more efficient and innovative future in medicine.

ETHICAL APPROVAL

Not applicable.

CONSENT FOR PUBLICATION

Not applicable.

HUMAN AND ANIMAL ETHICAL RIGHT

Not applicable.

CONFLICT OF INTEREST

The authors declare no conflict of interest, and no funding was required to conduct these review data.

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AVAILABILITY OF DATA AND MATERIALS

The data supporting this study's findings will be available in the cited references.

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