


Event:



May 27-29, 2026 - Island of KOS, Greece

#	Georgia Lytra Pharmacology, Kings College London	
Title:	Co-founder, Altrovia	
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Presentation title:	Smarter Clinical Trials with AI: From Concept to Care	
Artificial intelligence is transforming how clinical trials are designed, executed, and analyzed - accelerating innovation while improving patient access and outcomes. In this session, we'll explore key AI applications across the trial lifecycle, from recruitment and simulation to decentralized monitoring and real-world evidence. We'll take a closer look at how AI-driven protocol optimization is addressing one of the most persistent challenges in research: designing smarter, more efficient trials from the start. Tailored for clinicians and research stakeholders, this session blends practical insight with real-world examples to help you navigate the future of clinical trials.		
Short CV:		
Georgia is a healthcare strategist with expertise in pharma and clinical operations. At Altrovia, she leads clinical and regulatory strategy, drawing from her experience in life sciences consulting and digital health innovation to solve real-world trial design challenges.		
CV:		
Georgia brings deep expertise in clinical operations, digital transformation, and AI strategy. At Veeva Systems, she led major implementations for enterprise pharma, and at Syneos Health she advised R&D leaders on operations and trial strategy. She has also driven AI initiatives across capabilities. Education: BSc Pharmacology, King's College London		