



Humigent

POST-WODC 2026 · POINT OF VIEW

AI Fit in Rare Disease Commercialization

Knowing What to Automate, What to Augment,
and What Must Stay Human

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Executive Summary

- Artificial intelligence is becoming a strategic priority across Life Sciences, yet many organizations continue to struggle with a fundamental question: where does AI create meaningful value, and where should human expertise remain firmly in control?
- This challenge is particularly relevant in rare disease commercialization. Patient populations are small, data is fragmented, and decisions often carry significant commercial, regulatory, and ethical implications. Success requires more than deploying AI. It requires understanding where AI belongs.
- This paper introduces a practical framework for evaluating commercialization workflows through three lenses: Automate, Augment, and Keep Human. When applied correctly, AI does not replace commercial teams, it enables them to focus their expertise where it matters most.

The discipline isn't using AI. It's knowing where it belongs.

At World Orphan Drug Congress (WODC) 2026, AI wasn't the headline. Advocacy, patient access and diagnosis were, and the caution around AI was healthy. For a commercial team, the question is no longer whether to use AI. It's determining where it earns its place, and where your people stay in the lead. This distinction becomes increasingly important as organizations move from experimentation to operational deployment. The issue is not AI adoption. The issue is AI placement.



THE CLAIM

Commercialization is not a single process. It's a stack of bespoke ones, and "use AI" isn't a strategy for it. Discernment is.

Finding patients, mapping treaters, navigating access, keeping commercial and medical separated. Automate where it compounds; keep it away from where it backfires.

WHAT MUST STAY HUMAN

Some of this work can't be optimized, and shouldn't be.

The machinery around advocacy, like events, grants, and materials, can be streamlined. The core stays human: the relationships, the trust built one family at a time, the human moments of care. Discernment starts by naming that, then asking where AI earns its place.

THE TEST FOR FULL AUTOMATION

Before any activity is fully automated, it should meet three criteria:

01.

A repeated cycle

It runs again and again.

02.

A checkable output

Accuracy you can verify, not take on faith.

03.

An audit trail

A glass box: every output traceable to its sources and logic.



The goal is not simply efficiency. The goal is trustworthy automation. Even when all three conditions are met, high-consequence activities (those involving a patient, an HCP, or a compliance-sensitive decision) should remain subject to human approval. These principles provide the foundation for a structured approach to AI deployment.

THE HUMIGENT AI-FIT FRAMEWORK

Every commercialization activity falls into one of three categories:



KEEP HUMAN

Relationship & judgment

Automating these doesn't save time.
It destroys value.



AUGMENT

Human-led, machine-assisted

The machine narrows, ranks, explains.
The person decides and owns it.



AUTOMATE

Machine-run

Humans set the rules.
The system runs the repetition.

The distinction becomes clearer when applied to a real-world use case.



APPLYING THE FRAMEWORK · PATIENT FINDING

It's often discussed as a single capability. In practice, it is a collection of many operations, requiring different operating models.

Automate

Data ingestion: normalize claims, EHR, lab, and Rx data; de-duplicate records; surface candidate cohorts against an agreed case definition; re-score as data lands; log lineage; monitor for drift.

Augment

Build and revise the case definition; validate flagged records for clinical plausibility; prioritize against real field capacity; adjudicate the edge cases.

Keep human

Privacy and compliance approvals; engagement with HCPs; the strategic decisions on which segments to pursue; any patient-facing activity.

Why it's a problem: only about 500 of roughly 7,000 known rare diseases have a disease-specific ICD-10 code. Surfacing cohorts means pattern recognition across messy data, where small cohorts carry real re-identification risk.

Even when organizations get this balance right, another challenge remains.

THE GAP EVEN GOOD TEAMS HAVE

The gap is the missing “why” layer between model and rep.

A score fired to the field with no reason behind it gets ignored. Surfacing the lead is the machine’s job. The reason, and the field judgment around it, belong to a person. Almost no one builds that layer. That’s the work that needs both.

Organizations that succeed with AI do not simply generate recommendations. They provide transparency, rationale, and confidence behind every recommendation. This is where augmentation becomes more valuable than automation.

WHERE AI SYSTEMS BREAK · THE HANDOFFS



THE AUDIT TRAIL MUST SURVIVE EACH HANDOFF

The failure isn’t inside any one mode. It’s at the seams. Design for the handoff, not just the step. That’s the difference between a demo and a system compliance will approve.

THE “SO WHAT”

The therapy may get an organization to market. What wins launches is a commercial organization that’s genuinely ready.

The most effective organizations will not be those that automate the most work. They will be those that automate the right work. Repetitive work handled by agents that can be monitored, audited, and continuously improved. Human expertise should be focused on judgment, relationships, and strategic decision making. The goal is not replacing your team. The goal is enabling the team to operate more effectively. That is what AI readiness looks like in rare disease commercialization.

A WORKING SESSION ON YOUR WORKFLOW

Bring us one commercialization workflow. We’ll decompose it into Automate, Augment, and Keep Human, map the data, controls, and handoffs it needs, and define one bounded first use case you can run.

Email us at: info@humigent.ai



Humigent



About Humigent

Humigent enables Life Sciences organizations to unlock the full potential of AI through intelligent data, advanced analytics, and purpose-built solutions. We help commercial teams make faster, smarter, and more confident decisions while preserving the human judgment that drives impact.



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