



Digital health

Unlocking the value of the life-sciences organization's digital currency



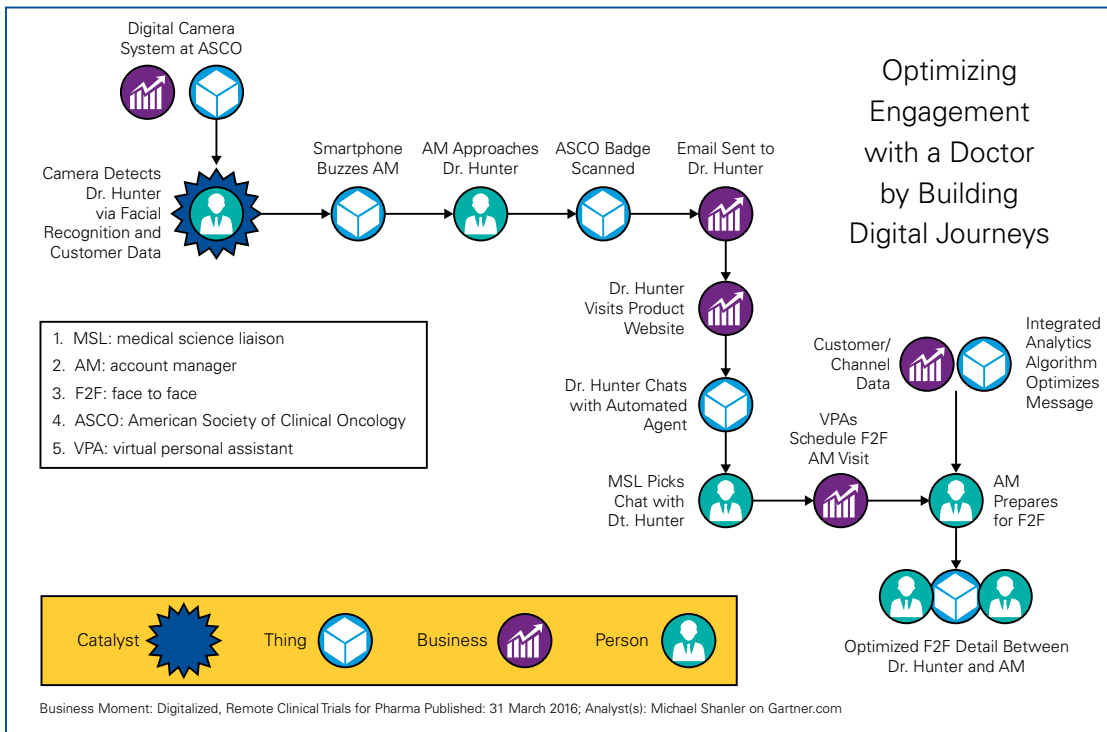
There is a new economy emerging driven by digital – completely new ecosystem morphing real time

— New players, new dynamics – consumerization of healthcare

From Pharmaceutical to the new 'Digiceutical' – shifting the power to patients – is one of the biggest drivers of change in life sciences organizations. Today, the patient is ever more accountable, self-informed, and more connected than before. Patients are using digital services and making decisions about their own health. They often share experiences with others in their social groups including other patients through social apps; giving them the best results at much lower costs.

— Disruptive forces

Internet of Things (IoT), Big Data, and Cloud are impacting every aspect, from R&D to Commercial in the life sciences value chain. By adapting these technologies life sciences organizations are innovating business models, innovating drugs and devices, especially in the area of personalized medicine. These technologies combined with the huge processing power have made the study of genomics possible in a more efficient, agile and profitable manner.



We have seen this before – Music Industry (iTunes) and Books (Amazon)

- Complete shift from your “Fisher Home Stereo” to your “iPod/iPhone” – Personal Device is king
- Digital Content killed “Tower Records, Vinyl and CDs” – democratization of creation and distribution
- Re-invention of customer experience from “drive to music store to store at your fingertips”

Horizontal & vertical connectivity

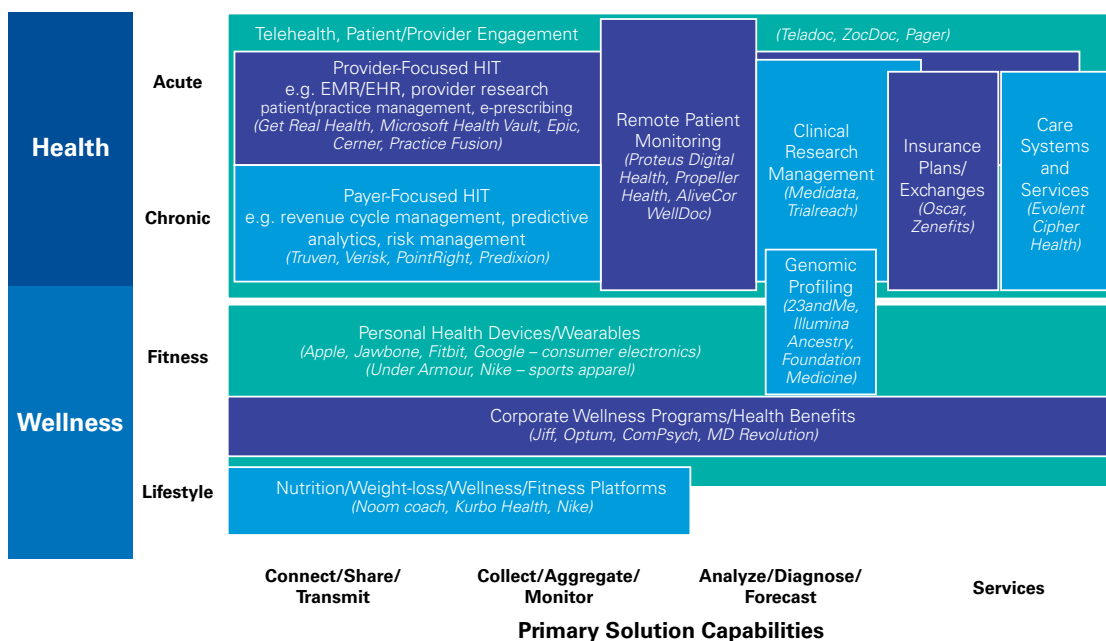
Process, Functions, Inter and Intra organization silos are now reduced in the digital era. Interactions between R&D, manufacturing, and clinical, commercial are now moving to new cloud-based platforms, where numerous organizations, physicians, and patients can connect for faster, easier, and more cost-effective collaborations.

Going digital helps improve overall customer service and consequently strengthens the overall brand image as well.

The need – digital shepherds for life science organizations

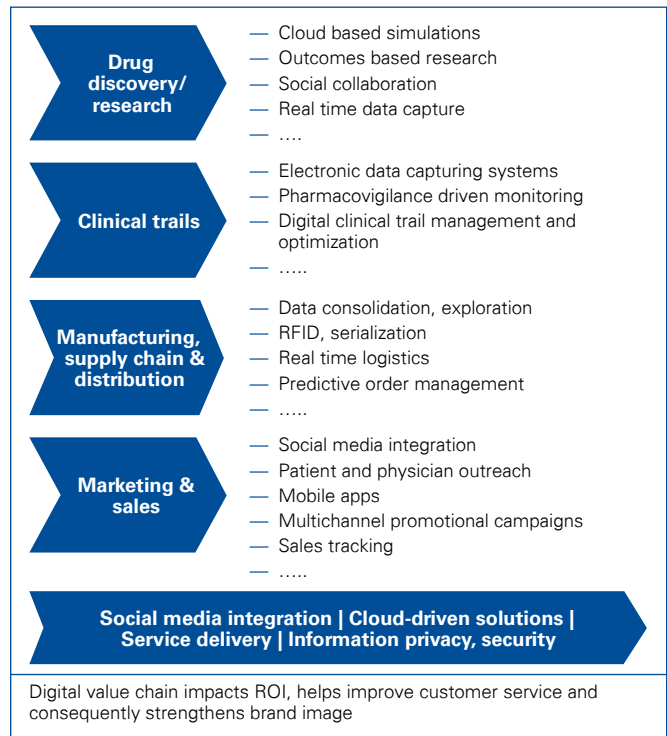
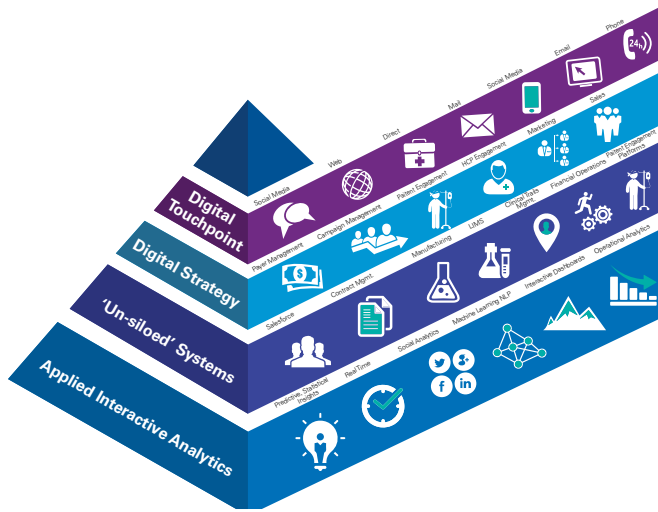
- Organizations need to understand their Digital capabilities. They need to abstract the Digital assets – Convert into an actionable asset (what data, when, how, who, why). For example, advanced analytics techniques on a variety of data can help with – predictive health alerts and notifications, detection of adverse events, and remote device or patient monitoring.
- On-board to the ecosystem – who can multiply or cannibalize your value through digital connectivity, what role to play, who to partner, how to portrait yourself in this economy. Investing in capabilities that best address the business user needs and the cross-functionality needs is key. For example: Wearable devices integration for use in clinical trials for patient monitoring and capturing patient reported outcomes, digital capture and analyses of Real-world evidence during patient treatment, Health-related mobile technology is integrated with patients, caregivers and providers, Social media platforms healthcare research are some capabilities required in today’s digital ecosystem.

Illustrative



Our Value – multiplying the Opportunities...and avoiding the Risks/Threats

- Capitalize on the Economy of Intersection – Seamlessly disparate units, taking money from each other.
- AIA ...not AI – Applied Interactive Analytics (Human Machine Interface + Behavior + Advanced Analytics + Ecosystem).
- Understand Digital Behavior, Abstract, Model, Predict, Course Correct and Calibrate.



How we do it – our capabilities and approach

- Strategy to Implementation – From hypothesis of value (discovery) to full implementation (the team and capabilities to prove, implement and industrialize)
- Incubation to manufacturing – Connecting the dots with design, device, data, and development (Product 2 Partnership 2 Competition)
- Participation in “Value Intersection” – Yelp, Twitter, Facebook, LinkedIn, Health and Wellness, External customers, Internal companies



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