

Rx FOR SUCCESS: DIGITAL TRANSFORMATION IN LIFE SCIENCES



PROBLEM: DATA



INCREASING
RAPIDLY



90% IS
UNSTRUCTURED



MANY DISPARATE
SOURCES

DIAGNOSIS: ANXIETY



RISING COSTS

\$1.3 to \$5.8 billion to bring a drug to market

CLINICAL TRIAL RECRUITMENT

EHRs are helping to digitally match patients to clinical trials, but the wide range of disparate EMR systems makes patient data difficult to access.



RESOURCE DRAIN

Data integration and management needs are growing more complex, draining costly internal IT resources and expertise.

REGULATORY PRESSURE



Value-based payment programs adopted by Medicare and other entities are further increasing pressures on R&D costs and drug pricing.



NEW DATA SOURCES

Mobile health apps and wearables offer valuable feedback, but the variety, volume and velocity of data coming from these new sources presents integration and analysis challenges.

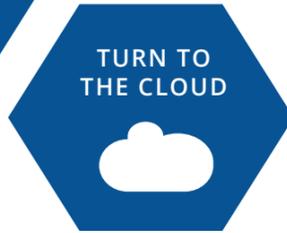
TREATMENT: DIGITALIZATION

Fewer than 10% of pharma use predictive and prescriptive analytics

Leverage analytics for business decisions

40% of consumers go online and 23% use social media for health information

Combine real-time online and social data with business data sources



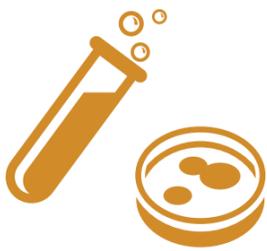
80% of researcher time is spent on data clean-up

Outsource data cleansing to experts and free your data scientists to focus on research

Only 30% of pharmaceuticals use cloud data applications

More easily collaborate with CROs and other partners in the cloud

PROGNOSIS: INNOVATION



Data is an essential component of business intelligence and strategic planning – and its importance to life sciences will only continue to grow. Technology platforms that enable access to disparate sources of data enhance a life sciences company's ability to discern trends, discover actionable insights and unleash the potential of data previously hidden from researchers, marketing professionals, and operations leaders.

HHS.gov, U.S. Department of Health & Human Services, *Better, Smarter, Healthier: In historic announcement, HHS sets clear goals and timeline for shifting Medicare reimbursements from volume to value*
 HealthIT.gov, The Office of the National Coordinator for Health Information Technology, *Adoption of Electronic Health Record Systems among U.S. Non-Federal Acute Care Hospitals: 2008-2015*
 HealthIT.gov, The Office of the National Coordinator for Health Information Technology, *Office-based Physician Electronic Health Record Adoption*
 IMS Institute for Healthcare Informatics, *Patient Adoption of mHealth: Use, Evidence and Remaining Barriers to Mainstream Acceptance*
 Deloitte, *Health care consumer engagement: No "one-size-fits-all" approach: Trends in consumers' use of online resources and health technologies from the Deloitte U.S. Center for Health Solutions Survey of US Health Care Consumers, 2008 - 2015*

Liaison ALLOY™ Platform for Healthcare connects, integrates, aggregates and harmonizes large volumes of data from any number of sources. Transform complex, disparate data and gain business insight quickly and cost-effectively to improve time-to-market, operations and sales.



INTEGRATION



DATA MANAGEMENT



DATA VISIBILITY

