PERSPECTIVES

A Quarterly Journal for
Healthcare and Life
Sciences Industry

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FOREWORD

A warm welcome to the inaugural edition of our quarterly journal. This edition focuses on the most consequential changes that is embracing the Healthcare & Life Sciences industry.

The advancements in technology, rising demand for better care and supportive government initiatives are contributing immensely to the ongoing digital transformation. We, at Infosys, want to enable this journey towards building a tomorrow that is progressive as well as sustainable by empowering patients and healthcare organizations alike.

From the perils of uncoordinated healthcare to the benefits of unlocking the power of data, experts across Healthcare and Life Sciences share valuable insights, challenges and how to turn them into opportunities in this issue through engaging content formats.

Hope you enjoy reading, listening and watching this compilation as much as our marketing team did putting it together for your support, and we promise to continue to drive innovation and deliver excellence.

- Editorial Team

How Consumerization is Transforming Healthcare Industry

As technology solutions empower more and more patients, the nature of their role is shifting towards that of a healthcare consumer. Today's digital savvy consumers are ready to play a bigger role in their health and lifestyle improvement, going well beyond clinical outcomes. What does this mean for healthcare providers? And how should stakeholders in healthcare adapt to accommodate consumerization? Now, approaching patients as consumers presents its own challenges, but it also offers plenty of opportunities. Venky Ananth (Senior VP & Head - Healthcare, Infosys) and Saurabh Gupta (Chief Research Officer, HFS) share insights on consumerization in healthcare, interoperability, One Office concept and new care delivery models, along with other cultural and organizational changes that healthcare providers around the globe are witnessing.

Scan the QR code to watch the interview now.
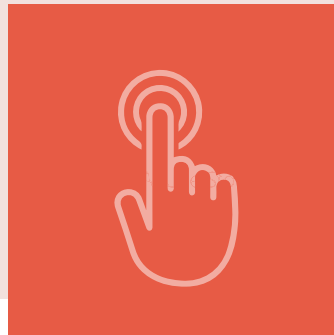
> **What's happening now is there are a lot of these emerging technologies that are making the vision of 'One Office' a reality. That, to me, is what patient centricity really means.**

Saurabh Gupta
Chief Research Officer, HFS
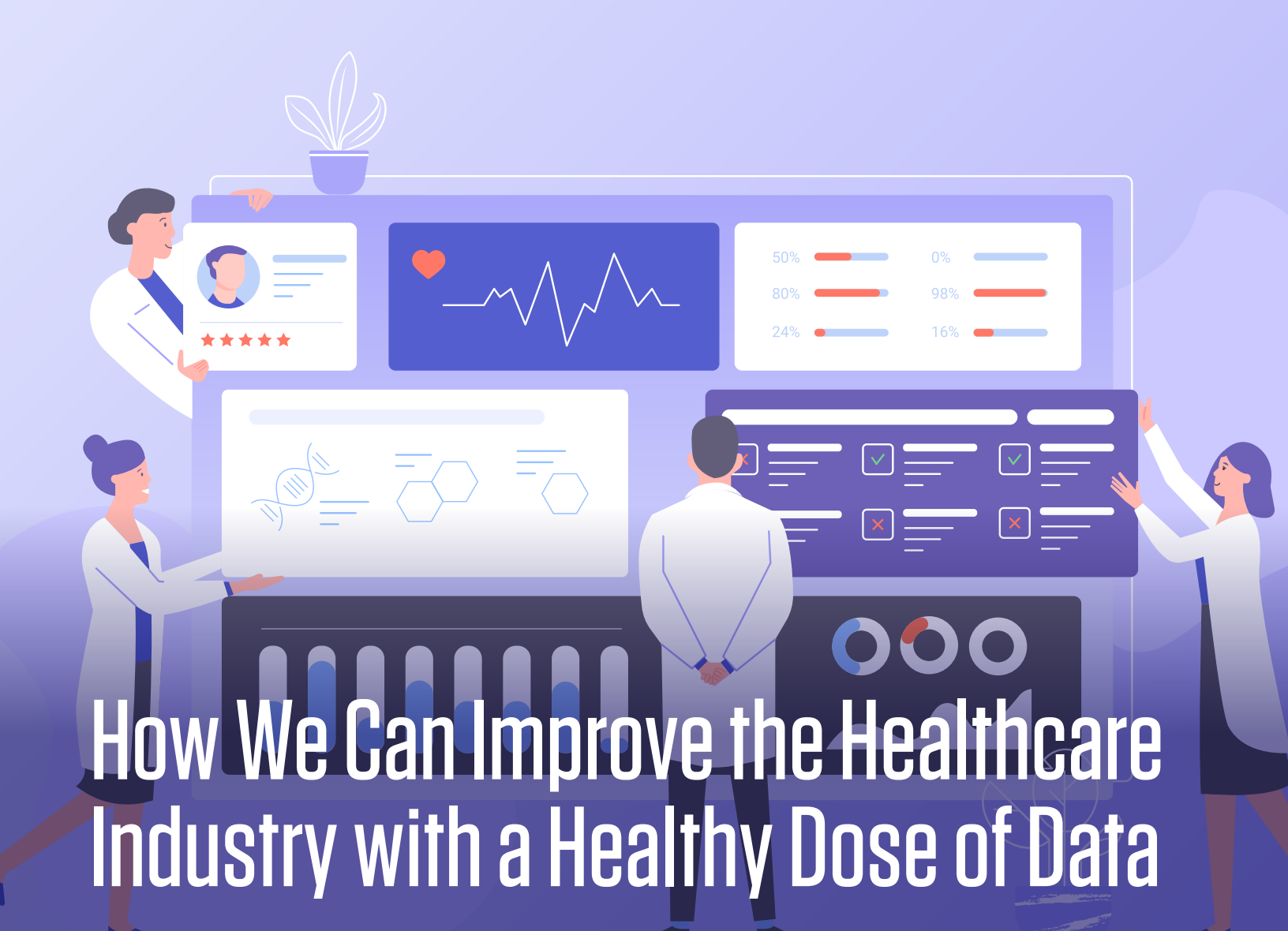
How We Can Improve the Healthcare Industry with a Healthy Dose of Data

The medicine industry has traditionally relied on patient data. Though this data stream has become increasingly complex over time, but it is still patient-based. However, now there is the emergence of a second stream, which is all set to impact the entire healthcare delivery system – population data. This holistic data combined with social and economic determinants and emerging technologies has enormous potential to influence outcomes for the better and to deliver business value. Read on to know the critical role of data in healthcare.

Mohit Joshi
President and Head – BFSI (Banking, Financial Services and Insurance), Healthcare and Life Sciences, Infosys
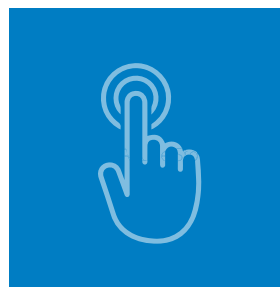
Embracing the Data-driven Approach to Healthcare

The technology proliferation globally and the overall shift towards consumer engagement have been generating a never-ending amount of data, both clinical and commercial in nature. As consumers take ownership of this data, there will be drastic shifts in management control for healthcare-based organizations. The current data management strategies demand new approaches, which in turn pave way to a plethora of opportunities. Mohit Joshi (President and Head – BFSI, Healthcare and Life Sciences, Infosys) along with Pramod Pratap (Director and Global Head Marketing - Healthcare and Life Sciences, Infosys) sheds light on the data-driven paradigm shifts we are witnessing in the industry, broaching pertinent topics such as population health data, genome sequencing, personalized medicine and security concerns.

Scan the QR code to tune into the podcast now.
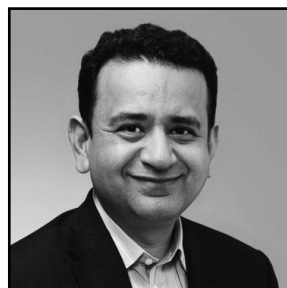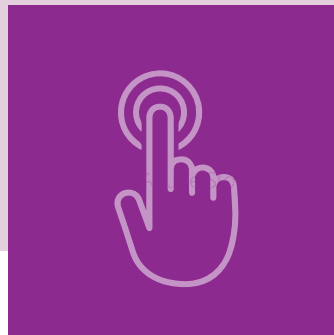
> " I think our healthcare and life sciences practice is central to Infosys. We have over a billion dollars in annual revenue from this practice, and it's one where we see a huge potential for growth. "

Mohit Joshi
President and Head – BFSI, Healthcare and Life Sciences, Infosys

# Navigating the Road to the Future in Life Sciences

Pharmaceutical companies are facing unique challenges as a result of the unprecedented changes across the healthcare and life sciences industries. However, these challenges have also unlocked a multitude of opportunities to explore new production processes, manufacture drugs faster, save costs, increase responsiveness, etc. Read on to know how pharma industries can better navigate their way out of the crossroads and on to the path to success.

Subhro Mallik
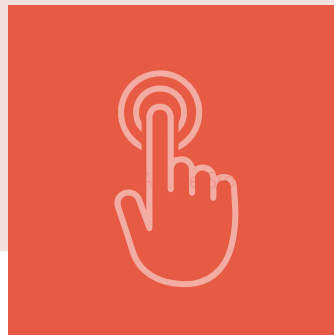Senior Vice President and Global Head-Life Sciences, Infosys
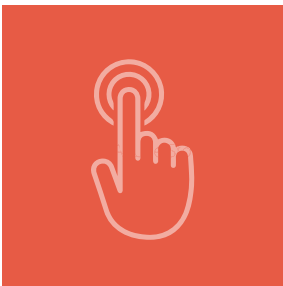
Reimagining the Future of Pharma with Technology

The healthcare and life sciences industry is witnessing a fundamental shift, moving away from the traditional product-focused approach towards a patient-centric and outcome-based one. Cutting-edge digital solutions are creating opportunities for process improvement and additional value across enterprises, starting from R&D all the way to supply chain management and care delivery models. Such a demanding and ever-evolving marketplace has created a challenging business landscape for pharmaceutical companies across the globe. How they identify themselves and navigate these crossroads will dictate their success as healthcare service providers in the coming decade or so.

Pramod Pratap (Director and Global Head Marketing - Healthcare and Life Sciences, Infosys) and Subhro Mallik (Senior Vice President and Global Head-Life Sciences, Infosys) dive deeper into key trends that will not only help enterprises survive but evolve and increase their market share.

Scan the QR code to tune into the podcast now.

Subhro Mallik
Senior Vice President and
Global Head-Life Sciences, Infosys

> " There's no denying the incredible opportunity in front of all pharma companies to transform themselves, leveraging the technological capabilities that are out there to completely open up the industry in ways it has never been before. "

Addressing the Needs of the Millennial Physician

Industries across verticals, including healthcare, have to gear up to cater to digital-savvy millennials. In fact, India is likely to be the youngest country by 2020.1 While much has been written about millennial consumers, millennial physicians too have entered the healthcare workforce and their expectations are making a significant impact on the sector. Read on to know how the healthcare ecosystem can keep up with millennials by adopting an agile and evolving approach.

Venky Ananth
Senior VP & Head - Healthcare, Infosys

Telehealth: Reimagining the Future of Healthcare

Data is emerging as the new disruptor, empowering consumers to micro-manage their health and enabling on-demand, hyper-convenient care at the comfort of homes. Telehealth is emerging as a perfect solution to some of the problems that healthcare has been grappling with for decades, such as mobility, expense, availability, demand-supply asymmetry and democratization. Despite this, the adoption of telemedicine services has been low.[1] Pramod Pratap (Director and Global Head Marketing - Healthcare and Life Sciences, Infosys) and Venky Ananth (Senior VP & Head - Healthcare, Infosys) delve into the current state, benefits, groundbreaking technologies and steps that can be taken to popularize and speed up the adoption of telehealth.

Scan the QR code to watch the interview now.

Venky Ananth
Senior VP & Head - Healthcare, Infosys

" Telehealth will definitely bring down cost while addressing the gap that we have between the supply and demand in terms of clinical services available to the larger population. "

[1]J.D. Power, 2019 US Telehealth Satisfaction Study

AI is Transforming the Pharmaceutical Industry

While the pharmaceutical industry has begun taking advantage of new-age technologies, AI is playing a critical role in improving processes like drug discovery. It has also started making inroads into newer and more diverse areas like drug manufacturing and supply chains, which are the least explored in the Life Sciences space. An efficient manufacturing process and dynamic supply chain is critical for pharma companies to thrive in today's cutthroat global industry. Read on to know how AI is playing a critical role in transforming the pharmaceutical industry.

Subhro Mallik
Senior Vice President and Global Head-Life Sciences, Infosys
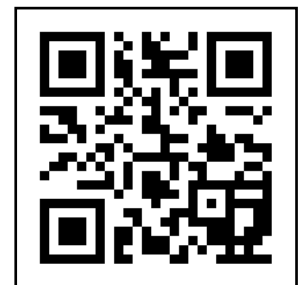
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