

## Infosys Digital for Life Sciences

The digital revolution has opened up possibilities connecting brands with customers and stakeholders like never before. In Life Sciences, connected devices and the data explosion come together to offer companies a whole new world of untapped opportunities. Pharmaceutical and healthcare companies constantly advance their digital marketing capabilities to increase their stakeholder reach and tap into the latest developments in the digital marketplace. Digital also equips medical device manufacturers with the tools to collect and analyze vast amounts of data related to every conceivable aspect of health using wearables and smart devices. The goal is to provide customer-centric, impactful messages across multiple channels for better customer satisfaction and increase patient adherence to improve health outcomes, thus increasing revenue and enhancing marketing return on investment.

Infosys forecasts that the average spend on digital in Life Sciences will grow at 15-20% annually; moreover digital adoption would improve asset utilization and cut costs by as much as 25-30%. However, the digital age brings its own challenges, such as increased competition, technology obsolescence, and skyrocketing customer expectations. In such a situation, enterprises need a strategic technology partner to help navigate these challenges and benefit from the opportunities.

Infosys helps transform your digital ecosystem and strengthen your brand in the hyper-competitive world of healthcare. We address your challenges through our digital framework that puts the customer in the center and solves problems across the spectrum through operational efficiency, marketing effectiveness, and connected devices.

## A Look into the Next Big Trends for an Evolving Future

We have identified the following imperatives for Life Sciences:

- Ensure personalized content to deliver a superior experience seamlessly to various stakeholders across channels
- Simplify marketing operations – do it cheaper, faster, better
- Unified repository to drive efficiency and reuse, across channels
- Create an intelligent network of engaged patients, healthcare providers, regulatory agencies, and pharmaceutical companies through connected devices
- Harness the power of data through big data analytics, IOT, and wearables
- Drive new sources of revenue by co-creating new operating models

## Offerings at a Glance

Infosys Digital combines deep expertise in healthcare IT, analytics, and consumer engagement with domain knowledge to offer a comprehensive suite of best-in-class solutions:

### Infosys Digital - Life Sciences Capabilities

- Health Information Technology
- Advanced Analytics
- Remote Patient Monitoring
- Electronic Health Records
- Master Data Management via Cloud
- Telehealth, mhealth, ehealth

**Consumer Engagement**

- Digital Marketing
- E-commerce
- Health Plan Portals
- Mobile and Social Engagement

**Insights Driven**

- Hospital Performance Management
- Big Data Hub
- AssistEdge Customer Service Platform

**Centers of Excellence**

- Healthcare Reform
- Healthcare Informatics System
- Cloud and Mobility
- Social Media and Analytics

5 of top 10 Health Insurers  
2 of top 10 Health Systems  
8 of top 10 Pharma/Biotech  
6 of top 10 Medical Devices

Gamification for Consumer Engagement  
Information Management for Patient Care  
Health Insurance Exchange Implementation

15<sup>th</sup> in Healthcare Informatics 100 in 2013

- **Customer experience management:** Creating and managing omni-channel digital experiences for customer interactions. This is done by redefining user experience and using new age, lightweight, front-end technologies for responsive design.
- **Digital marketing:** Harness the explosion of data by treating consumer data as an 'asset', thus measuring and enhancing ROI. Enhancing online branding through collaboration platforms, experience management, and campaigns.
- **Digital commerce:** Building, maintaining, and optimizing electronic platforms for sales of product and services, and providing business and operations support.
- **Search and web analytics:** Build insights-driven information access management solutions using search and analytic tools including in critical drug discovery applications.
- **Digitization:** Enterprises have to become truly digital by renewing their legacy core and enabling systems of record to engage better with

systems of engagement. APIs help enterprises unlock new potential for their application features in a new age digital economy.

- **Cloud-enabled hyper productivity:** Successful digital transformation means hyper productivity across the enterprise. Cloud enables this by providing virtual scalable infrastructure and pay-per-use options for clients. Productivity and efficiency can be unleashed by enabling anywhere, anytime, integrated access on a variety of devices and form factors.
- **DevOps:** We enable speed and agility by combining rapid imagination with a sprint-based, distributed agile methodology backed by Infosys DevOps for predictive outcomes. Our CoE provides ready-to-use frameworks, templates, and digital assets.
- **Connected devices:** Infosys Digital can help you capitalize on the new opportunities brought in by the digital revolution through our solutions in the areas of connected devices, mobility, and big data.

## Engagement Experience

### Centralized Digital Marketing Platform for a Global Life Sciences Client

- Accelerated brand launch cycle time by up to 30%
- Reduced cost by up to 40% for 1200+ brands
- Better CSAT and reduction in valuable and scarce bandwidth of brand managers

### Global E-commerce Re-platforming for US-headquartered Medical Equipment Manufacturer

- More scalable, reliable, and maintainable B2B commerce platform across global instances
- Robust integration with geographically different internal and external systems and ERP
- Benefits delivered include: Global foundation, Quick ROI, existing assets leveraged, modular design, high performance, and security
- Approximately 50% improvement in customer onboarding time

## Why Infosys



### Holistic Partner

Focus across Consumer, Enterprise, and Ecosystem



### New Age Integrators

Services, Partnerships, Products and Platforms, and Operations



### Reliable and Creative

Consumer Centricity with High Resilience & Predictability



### Outcome-based Pricing

Guaranteed Value, Efficiency, and Effectiveness



### Co-creation with Clients & Partners

Edge Platforms, Start-up Fund



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