

# PERSPECTIVE

## New Frontiers of Growth in the Life Sciences Industry



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### **Abstract**

The life sciences industry is on the cusp of change. While this change does give rise to some challenges, it throws open doors for new opportunities and possibilities. In order to capitalize on these opportunities, an organization must be on a dual mission of 'renew - new' – one that simultaneously focuses on renewing existing systems and processes for greater efficiency and adopting new advancements in technologies to gain value. In this paper, we discuss these opportunities and the way forward for the life sciences industry.



## New Frontiers of Growth in the Life Sciences Industry

Recent scientific and technological advances coupled with an aging population, expansion in the emerging markets, and an exponential increase in mainstream adoption of digital technologies have set the ball rolling for the life sciences industry, providing it with a renewed platform to revive its fortunes.

With an explosion of digital data availability – electronic health records, social, genomics, clinical, insurance, and more digitally engaged consumers, the stage is set to derive benefits from an integrated drug development and manufacturing environment. Such an environment not only provides the best care for patients but also generates significant revenue growth. Furthermore, there is significant focus on personalized healthcare from both the Life Sciences industry and policy maker perspective. A case in point is President Barack Obama's precision medicine initiative. Personalized healthcare, however, would require a complete shift in how the industry evaluates the market (focus on an individual instead of a population), analyzes higher volumes of data, and puts in place newer processes and methods to complete their studies. The spate of recent investments in the immuno-oncology therapies is pointing towards a significant growth in the coming decade.

Technology is playing a massive role in enabling the industry to achieve these objectives, be it analytics in personalized medicine, cloud computing in collaboration, or wearable devices in remote and self-health monitoring. As the world becomes increasingly connected, information and communication technologies will fundamentally reshape both the consumption and delivery of services in life sciences. The industry must prepare for the future by embracing next-generation technologies and systems throughout the life sciences value chain.

We believe life sciences companies must adopt a more proactive strategy, one that allows them to maximize value from prior investments by renewing existing solutions and processes and generate new value by embracing new technologies, systems, and best practices.

A photograph of two scientists in a laboratory. A man on the left is wearing a blue hairnet, safety glasses, and blue gloves, holding a pipette. A woman on the right is wearing safety glasses and a blue face mask, looking through a microscope. The background is a blurred laboratory setting with various equipment and containers.

## Opportunities for 'renew' in Life Sciences

The Life Sciences industry is undergoing a major transformation. A large part of this is fueled by the integration of digital that has driven a powerful re-imagining of the Life Sciences industry landscape. This transition has opened up new opportunities for development, but also comes with its own challenges.

- **Innovate through cloud:** Cloud's greatest impact is in facilitating innovation through increasing accessibility of both internal and external data. While initially the reasons for cloud adoption were centered on reducing the cost and the time for infrastructure provisioning, it is now providing many more strategic benefits such as enhancing collaboration and providing much greater computing power across the entire value chain from R&D, sales & marketing to enabling functions such as HR and finance.

In pharmaceutical research where large volumes of data (notably next-generation DNA sequencing systems and genomic tools) needs to be

mined and the cost of obtaining this sequence is rapidly decreasing, data has further increased the number of both, instruments being used and labs using them. Through cloud's agility of provisioning and pricing (pay-per-use), setting up massive infrastructure resources for data crunching, analysis, or simulation is no longer an impediment.

Similar cases are happening in clinical research. A large pharma company is setting up a cloud-based solution to integrate clinical data across all its global trials and provide it to its global operations team for analysis. These big data solutions that receive clinical data instantly from all the current trails

will reduce the time taken to analyze and predict the path of the trials, while decreasing the operating expenses substantially. On a broader application, the scope of collaboration is expanding to include R&D processes outsourcing, exemplified in virtual laboratories where thousands of researchers from contract research organizations can seek and provide help.

Overall, by opening the doors of collaboration, exploding analytical power, and making information more accessible and manageable, the cloud is encouraging new practices such as open innovation in life sciences. The industry must leverage these to the fullest.



- **Smarter and transparent supply chains:** Due to globalization and the ever increasing size of organizations, the need to integrate supply chains and gain visibility into them has become critical. Wide diversity of the product mix (biologics versus small molecule) will further compound the need for supply chains that can handle this mix. Furthermore, regulatory policies on transparency are evolving and several states in the U.S. have passed product pedigree laws, and many others are contemplating such legislations. In summary, supply chains will need to transport an increasingly diverse range of products in a challenging environment with resources that are much more geographically scattered while simultaneously optimizing costs.

As technology erases the distinctions between the virtual and the physical, it sets up the opportunity to create intelligent, analytics-driven, next-generation supply chains that provide real-time, end-to-end visibility and control. A smart supply chain, integrated across all business processes and systems, can also leverage real-time data and analytics to enable more accurate forecasting, shorter response times, optimized supply chain processes, and faster decisions.

To enable transparency, pharma organizations are not only implementing global track and trace solutions but are also experimenting with cloud-based, leaner supply chain management solutions. While more prevalent in the CPG Industry, discussions in the pharma community on these lean solutions that can provide visibility on their products

after they leave their warehouses have taken place. These solutions are being used in the developing nations that have a more complex network of distributors and wholesalers. Such solutions will promote growth by preventing stock-outs and allowing further optimization of inventory and support recalls.

- **Renew through automation and modernization:** Most large pharmaceutical organizations are born out of numerous mergers and acquisitions and have inherited portfolios of IT applications in various stages of modernization. In our experience, a substantial part of the legacy portfolio is either outdated or manual, creating high cost burden of managing them while ensuring they meet the complex and evolving regulatory compliance standards. While legacy systems are integral to the continued operational maintenance, they hinder the adoption of newer digital solutions.

Best-in-class companies are standardizing business processes, measuring manufacturing, focusing on visibility, and using the right tools. They are using automation to manage the processes and drive increased business value. Automation is being welcomed in the industry as an alternative to manual steps, especially across processes that have repetitive steps. Automation not only reduces the time taken to execute a task but also frees up time for valuable resources to focus on productive tasks.

In manufacturing, Process Analytical Technologies (PAT) are being integrated across the assembly line to

automatically capture unit operations data and integrate it with the plant quality equipment. This automation allows instant feedback on the batch quality based on the analysis of data while preventing waste and reducing costs. In R&D, numerous research labs are going paperless by integrating their critical solutions such as ELNs and LIMS with their high throughput chromatographs. This has not only reduced the time taken, but also minimized errors and allowed scientists to collaborate more effectively leveraging digital data.

Additionally, in core IT services, a novel use of automation is in enabling testing of large and complex enterprise solutions. Panaya, which was recently acquired by Infosys, uses artificial intelligence to provide impact assessment and execute automated testing of their enterprise solutions. As a result, it can achieve 75-80% reduction in time and resource consumption. This is now being utilized across a number of large organizations with substantial time and resource savings. Automation is also being effectively utilized in executing the many repetitive tasks in application support services resulting in greater than 35% efficiency savings for organizations.

We envision that the automation of IT processes will soon become a key component of the life sciences operations and new-generation leaders will mandate these efficiency savings within their lean organizations.

## New opportunities for life sciences

Populations are aging. Chronic illnesses are increasing. New disease strains are emerging at an alarming rate. Add to this mix, the soaring number of patients in a greater spread of geographies. Top it with global regulatory mandates. Then, factor in the variable dosage needs. Think about the shelf life of pharmaceutical drugs and medications. And, we are looking at skyrocketing global healthcare costs. At the same time, there is pressure to develop innovative drugs to save more lives.

Here are the opportunities that await the life sciences industry:



- **Connected patients and partners:**

In today's socially connected world, pharmaceutical companies have a clear opportunity to play a greater role in delivering a better experience for patients and their providers. Patients are becoming demanding about how they want their care. This has precipitated a major transformation in business and technology and has led organizations to adopt a patient-centric model. Earlier attempts at creating these solutions were exclusively focused on adherence to the medication. However, an emphasis on continuity of care provides an opportunity for pharma companies to play a bigger role. Digital solutions are facilitating patient education, behavioral change, and better communication with clinicians. There is also a wide variety of solutions that facilitate this connect

including web portals, body sensors, and apps. These help the patient self-monitor and get needed support, between visits to the physician.

These solutions now provide health advice anytime, anywhere, by developing patient-centric smart tools and devices. These devices also detect and track data regularly and accurately and relay the same to physicians. Mobility is another key feature of these solutions, making it easier for the patient to communicate. A hospital network in Boston empowers patients to use their home devices to track and report data to their doctors. Patient and physician-centric portals, where comprehensive information about treatments and drugs is actively shared, are also on the rise.

In the future, pharma companies will design holistic Medical-health (M-health), platforms that connect the patients and physicians across the globe, drive patient and physician engagement, and activation – all with the objective of improved care experience for patients, better clinical outcomes, and lower total cost of care. In the new collaborative, omni-access data world, this will be a key factor in attracting and retaining patients, partners and clients. To keep pace with a rapidly changing technology landscape, organization, would need to develop a deeper integration, collaboration, and synchronization of activities across all channels.

- **Adoption of IoT and wearables across the value chain:** Ubiquitous presence of smartphones and substantial investments in Internet-of-things (IoT) are providing an exciting opportunity to reduce the gap between the patients and the pharmaceutical industry. While still in its nascent stage, higher adoption of IoT has already started to facilitate at-home diagnostic testing, self-management of chronic diseases, and remote patient-health care provider interaction in the healthcare industry.

For life sciences companies, the adoption of IoT can improve medication adherence and reduce time by capturing critical clinical indicators directly and sending them to the EDC system, produce better outcomes based on analytic insights such as in clinical trials where patient data through wearables has been found to be useful for tracking recovery from cardiac surgery, judiciously replace physical interaction with digital intervention, and lower the cost of treatment. Doctors are turning to wireless devices such as Fitbits to understand the factors that help the recovery of patients. A report published in the Annals of Thoracic Surgery says, "Wireless monitoring of mobility after major surgery was easy and practical. This opens the door for changing recovery models and improving outcomes in surgical practice."

Early market movers already see the use of pill-shaped micro-cameras that traverse the human digestive tract, sensors in pills that track concordance, hip replacements that detect falls and send messages to care providers, and thousands of health-monitoring applications that send messages and data from the home to the hospital or patient to the HCP to improve early diagnosis and treatment solution. One critical innovation in this area is

the advancement by Proteus Digital Health. It has created an FDA-approved small pill that consists of a pinhead-sized sensor embedded in the pill and a battery-powered patch that monitors various health indicators such as sleep, activity, respiration, and heart rate. The recent announcement by Novartis of partnering with Google on developing contact lenses that will monitor blood sugar levels and even correct impaired vision will further transform eye care and exemplify another frontier in adoption of IoT.

The adoption of IoT is yet to pan out in the life sciences industry. The industry must work cohesively to overcome the barriers to wearable technology adoption – concerns of security and privacy, data sharing and protection, regulatory compliance, among others – to take life sciences to the next level. In our view, companies that are proactive in using IoT will be the leaders of the future.

- **Effective big data utilization to generate insights:** From next-generation sequencing data and patient information to supply chain monitoring, pharmaceutical firms have been managing massive amounts of data for years. In recent years, rapid digitization has made access to larger volumes of data (EMR, clinical, genomics, wearables), an everyday reality. The need to design solutions that will systematically analyze and generate real-time insights from these mountains of data more effectively is critical for success. To develop and deliver the next generation of successful therapies, the industry must simultaneously minimize the cost of processing / managing data while maximizing its value. This is complicated by the need to continue integrating new data types and sources from around the globe and to glean insights from unstructured data, while complying with multiple

complex regulations governing drug safety, supply chain security, patient privacy, and other sensitive information.

Since early 2000, research units within biopharmaceutical organizations have been actively harnessing the powers of big data by leveraging the advancements in next-generation sequencing. This includes a variety of studies including whole-genome sequencing, targeted re-sequencing, discovery of transcription factor binding sites, and noncoding RNA expression profiling, among others. Organizations are now able to leverage the vast library of available molecular and clinical data, utilize predictive modeling techniques, and identify new potential candidate molecules with a high probability of being successfully developed into drugs while ensuring efficacy and safety.

Clinical development now is also benefiting from big data solutions. We have already mentioned earlier how a large pharmaceutical company is creating a cloud-based aggregated clinical data solution that will house results from all of its global trials. Faster access to and analysis of this data will reduce the time-to-market and enable rapid decision-making capability. We envision that a further integration of clinical operations data with safety data will allow near real-time monitoring of trials and provide the ability to rapidly identify safety or operational signals demanding action to avert adverse events and unnecessary delays.

We believe that the need to uncover valuable relationships within the existing data is the key to boosting innovation and driving new value. With computing power and storage becoming cheaper, as well as increase in cloud adoption, the life sciences industry stands to benefit tremendously from big data solutions.



## Conclusion

There are several reasons for the conservatism of the life sciences industry. But given the current dynamism in the sector, occasioned by regulatory, market, and technological forces, life sciences companies can no longer hold back. We believe this is a time of great opportunity, albeit with some challenges, for this industry. As the industry looks to grow while managing existing investments, it must adopt a dual strategic approach towards technology- renew existing systems and processes for greater efficiency while adopting completely new technologies and practices for value creation.



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