

A male doctor with a beard, wearing a white lab coat over a blue shirt and tie, is looking intently at a tablet computer. The tablet displays a blue-tinted x-ray of a human torso. He is holding a silver pen over the screen. The background is a bright, clinical setting with a blurred figure of another person in a white coat.

# DIAGNOSING DIGITAL DISRUPTION

**If you could take an x-ray of most pharmaceutical companies, it would probably reveal a lot of lucrative and exciting opportunities for adding value through digital disruption. Our service design function does exactly that.**

Infosys®

# BUT WHERE DO YOU START?

Every player in the life sciences sector knows it: the future of healthcare delivery lies in digital disruption. Their objective, therefore, is to positively disrupt their own business model before the competition beats them to it. They need to offer a digitally-enabled patient experience that improves clinical outcomes while also bringing benefits to all the other stakeholders, as seen in the hugely complex value chain of our client - a large pharmaceutical company.

But where do such companies start? There is a baffling array of options and opportunities, which typically means a leap into the unknown. The answer is that they start here — with a service design process that logically maps out the patient journey, identifying the

key touchpoints where the experience could be improved by digital technology.

Through deep-dive clinical immersions and stakeholder interviews and workshops, we first assessed their digital maturity and then worked through the care continuum to find those moments when internal business requirements overlap with unmet patient needs: where technology can help stakeholders, from family and pharmacy to nurses and HCPs, to become more effective. Where we can reduce cost and boost productivity while providing greater convenience and comfort for the patient. These are the sweet spots for digital innovation that we found for our client.

## BREAKTHROUGH

**We brought in our Service Design process that helps to map out the patient journey, so that our client could identify the ideal digital touchpoints to amplify end-user experience.**

# THE LIMITATIONS OF NICHE SOLUTIONS

Life sciences is an industry that is used to operating in silos. Commercial, production, supply chain, and R&D work independently from consumer-facing functions; obstructing patient engagement and breeding inefficiency.

Yet many of the digital advancements adopted by life sciences organizations are niche solutions, targeting a specific patient need or disease, or designed to address a particular point in the patient journey. Thousands of these niche solutions are available — innovative apps created by startups, for example — but their use is wastefully fragmented. By taking a holistic approach,

we added greater value. The opportunities lie in understanding the whole experience, collaborating with all stakeholders, and using application programming interfaces (APIs) and cloud-based systems to integrate solutions and securely share data. It is by seeing the bigger picture that we took greater steps forward.

Each service design proposal was equally applied to the client's unique needs. Each disease has a different patient pathway, and every market has a different cultural, ethnic and regulatory framework. Our approach is able to highlight the opportunities wherever they may be.

## BREAKTHROUGH

**There are thousands of niche solutions available, but their use is wastefully fragmented. By taking a holistic approach, we add greater value.**

# MAPPING OUT THE FUTURE?

OUR SERVICE DESIGN PROCESS ASSESSES A LIFE SCIENCE COMPANY'S CURRENT DIGITAL MATURITY, AND THEN APPLIES DISRUPTIVE THINKING TO THE PATIENT JOURNEY. THE OUTCOME IS A CLEAR VIEW OF THE FUTURE.

## ONE

### > The here and now

- What are the current business/patient needs?
- What patient-centric initiatives are in place?
- How much investment is going into digital initiatives?
- How aligned are the needs and visions of different internal stakeholders?

## TWO

### > Disruptive insights

- Design thinking that aligns with the business strategy
- Exploring possibilities for digital innovation
- Delivering blueprints and working models

## THREE

### > The future

- A clear, long-term vision of an improved patient experience and market position
- New revenue streams through value-added services
- Prioritized program of opportunities and initiatives required to achieve this
- Definition of digital touchpoints, revised business models, and key roles of stakeholders

# HOW CAN DIGITAL INNOVATION HELP PHARMA COMPANIES?

THE CARE OF TOMORROW WILL BE DEMOCRATIZED: EVERYONE WILL HAVE ACCESS TO DATA, AND PERSONALIZED CARE WILL BE DELIVERED BY A COLLABORATIVE PROCESS TO PATIENTS, ANYTIME, ANYWHERE.

## ONE

### > Reduce Costs

- a) Move care to lower cost settings, including homes
- b) Ensure better patient adherence & treatment compliance
- c) Increase wellness management
- d) Faster, more efficient access to key pharmaceutical information

## TWO

### > Improve Outcomes

- a) Provide automated and intelligent care solutions
- b) Operate remote closed-loop patient monitoring systems
- c) Improve population screening, diagnosis and literacy
- d) Enhance device features and capabilities
- e) Coordinate and integrate care

## THREE

### > Enhance Patient Experience

- a) Improve patient literacy and self-management
- b) Ensure proactive intervention from practitioners
- c) Empower patient understanding and decision making
- d) Drive quality



**“By the end of this year, it’s estimated that 65 percent of interactions with health care facilities will occur by mobile devices.”**



Forbes Magazine



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**WE DID THIS FOR  
THEM. WE CAN  
DO IT FOR YOU.**

**Find out more about how we can help you identify the digital innovations that will make the biggest difference to your patients and your business by reaching out to us at [askus@infosys.com](mailto:askus@infosys.com)**