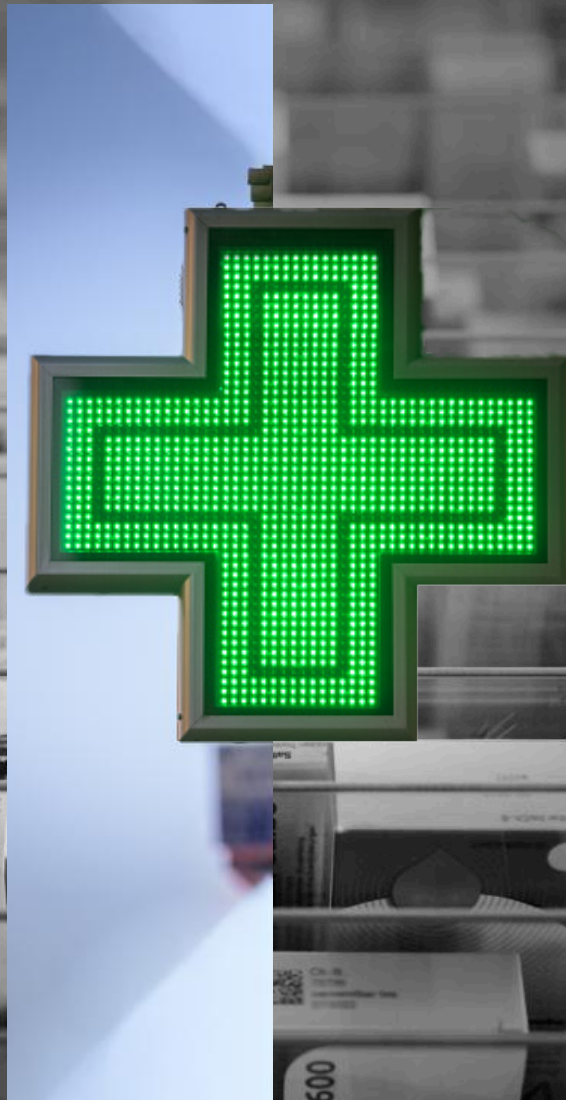


CHANGING LIVES ONE DATA SET A TIME

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Data, drugs, and insights

Annika's morning promises to be the usual rushed affair. A quick commute to her office, meetings that begin before she can settle in, and piping hot black coffee between conversations. When you lead the new products division of a global life science company, you can't expect any less, especially when you're launching a new drug for something as complicated as Cancer.

Launching a pharmaceutical product is a complicated affair. It is more than just managing markets, sales, finance, and a supply chain. There are all kinds of touchpoints – manufacturing, markets, competitive intelligence, healthcare organizations, healthcare professionals, and buyers. In short, it entails not only integrating mountains of data quickly and seamlessly, but also understanding their relation to and impact on all parties.

Annika Schmidt has been with her company for 17 years – a company that prides itself on its ability to innovate and find remedies for the world's rare and critical health conditions. Annika champions that mission like no other. She believes her profession is more than a job. It is a calling. Rooted in the belief that each person can make a difference, she has dedicated herself to not just launching pharmaceutical products but to making the world a healthier place, in whatever capacity she can.

Now, she looks worried as she logs into her laptop. She's just returned from a working lunch with the vice president for specialty medicine, who has asked her to prepare for the launch of a new specialty drug. "Annika, are you going to tell us you need six months again?" the VP pleads. Annika shrugs helplessly. "I'll do what I can," she says

cautiously. As she heads back to her office, her brow furrowed, deep in thought, she wonders how she can integrate all the necessary information in real-time. There is competitive data, key customer targets, identifying a small and specific patient pool, understanding the patient journey and the challenges faced by healthcare professionals in the diagnosis and prescribing drugs, market information, stringent laws that dictate the marketing and selling of a drug, pharmacists, supply chains, manufacturers, and patient outcomes. . . the list is endless. How does one get a drug into the market, quickly and efficiently? Must it always take six months? Frustrated, Annika thinks to herself that when data scientists coined the term 'dark data' to refer to the unanalyzed, un-insightful data, they were right. It was dark and unyielding!



There's light at the end of the tunnel

The challenge for Annika was not the lack of data but rather its organization and the ability to glean insights and patterns from it. Without having a singular view of all the necessary information, her company couldn't find and bring together all the pieces of the puzzle. What Annika needed was a Data Discovery Platform – an intelligent facility that would bring all the data together, consistently and repeatedly, and adapt to the dynamics of requests. What would all the data reveal? Would she be able to spot the right data providers, discover relationships, and gain instant insights? Would she be able to respond to changes in the market in real-time and act accordingly? Would she be able to interact with data conversationally and turn those spreadsheets into a story? Would she have access to one-click data visualization? Would she have all the answers she needed and time the product launch in such a way that it gave her company a competitive advantage? She wanted answers, meaningful answers.

Annika makes up her mind and calls Thom Fischer, the CTO. Two weeks later, Annika and Thom are sitting with a team from Infosys. At the end of the meeting, Annika is hopeful. The solution that Infosys proposed seemed like magic. Well, almost.

Infosys implemented the much-needed discovery and data insights platform, which was the answer to a lot of questions Annika faced. This single platform that served multiple benefits, was developed with multi-channel marketing capabilities to improve sales across channels and track various sales-related KPIs. The KPIs were a combination of different large data assets from sales, calls, and claims. And Annika and Thom knew well that processing claims data set is a long, complicated process!



Modernizing and monetizing commercial analytics

In a few short weeks, Annika started accessing useful information from the new platform – information that was accurate, timely, easy to understand, and presented a unified, integrated view of customers, practitioners and contracts across accounts. For the upcoming fall plan, the platform helped identify new targets – prospective patients, physicians – and also gave a view of performing and non-performing contracts.

Infosys' solution helped reduce the processing time for all existing and new data sets by 30% and the time-to-market for new products by 50%. Annika can now launch a commercial pharma product in just eight to 12 weeks, which previously took about six months! More importantly, she has access to insights like multi-channel marketing, cross-sell and up-sell segmentation, and targeting.

Three months later, Annika's mornings are still rushed. But gone is the worried brow. In fact, she looks pleased. Her recent launch – a preventive cancer treatment solution, used information that took into account patient population, identified the right prescribers, key influential physicians, and healthcare organizations treating rare oncology diseases, allowing for rich data strategies, advanced analytics, key insights and better patient outcomes. What's more, her data-driven marketing engine has pushed up sales increased by 13.5%.

This best-in-class solution has become a case study in the company and is now ready to be replicated across the company for similar launches. "Now only if I could have a platform to help slow my days a little," she says to herself, as she heads off to the next meeting. But improving lives is a full-time job, and there is little rest for Annika.

NAVIGATING
NEW
POSSIBILITIES



There is change in the nature of change.
It is no longer linear, but simultaneous and pervasive.
Transforming everything. All the time.
The future is a kaleidoscope of possibilities.
With the promise of a transformed tomorrow.
In helping people and companies get there,
In navigating an anxious world towards hope,
We see our own next.

For more information, contact askus@infosys.com

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