Life Sciences Digital Solutions

Life Sciences & Healthcare

Expiring patents on blockbuster drugs, high percentage of patient dropouts from clinical trials, and increasing trial costs continue to weigh down growth in life sciences. Even as pressures on profitability mount, companies need to cope with a more demanding and complex regulatory landscape. Furthermore, their sales reps' access to physicians is shrinking, affecting the adoption of new products and making it necessary to explore less intrusive, digital means of communication.

Tata Consultancy Services' (TCS') Life Sciences Digital Solutions enable life sciences companies to reimagine their existing key processes and business models and introduce new medicines faster. Our solutions span study planning, patient recruitment and engagement, study operations, supply chain, and sales and marketing.

Overview

Faced with increased competition and cost pressures, it has become imperative for life sciences organizations to improve R&D productivity. Organizational and operational complexities have led to significant inefficiencies and lack of agility in responding to change. Often, products fail to demonstrate critical economic and clinical value (ECV) against existing treatments. Changes in medical education and a frenzy of healthcare M&A activity have led over 50% of physicians to place moderate-to-severe access restrictions on in-person visits by pharmaceutical sales reps. Addressing these challenges is further complicated by the need to manage and demonstrate compliance with a complex web of evolving regulations.

Our Digital Solutions help organizations speed up drug discovery and increase the efficiency of clinical trial management. Our solutions empower companies to leverage digital channels to increase patient engagement through gamification, and by sharing relevant information with healthcare professionals (HCPs), remotely monitor patients' health. Our digital solutions enable risk-based monitoring to ensure safety and quality of studies, collaborative clinical trial management to improve outcomes and efficiencies, and evidence-based governance to simplify regulatory compliance.

Our Solution

TCS' Life Sciences Digital Solutions address:

- **Study planning**: Our crowdsourcing platform enables study design teams to leverage the collaborative intelligence of a large number of researchers, clinicians, and patients to improve the clinical trial design process

- **Patient targeting**: Digital patient recruitment channels help proactively and cost-effectively provide trial information to potential participants; digital patient engagement solutions promote connectivity using mobile applications and the IoT

- **Study operations**: Risk-based monitoring includes advanced predictive analytics, integrated clinical trial management (TCS cPrime), and drug development insights platform

- **Supply chain**: Our Sensor Data Analytics Framework, based on Big Data technologies, helps rapidly collect, pre-process, store, and analyze sensor data

- **Sales and marketing**: Our modular Commercial Analytics Platform (pACE) and Customer Engagement Platform enable digital exchanges with HCPs

Benefits

By adopting TCS' Life Sciences Digital Solutions, enterprises can:

- Boost patient satisfaction and experience by enabling them to self-enroll and perform trial searches, with the flexibility to electronically sign Informed Consent Forms

- Reduce clinical trial drop-out rates and improve patient engagement by providing patients with real time parameter analytics and a gamified user experience

- Improve the clinical trial design process by harnessing crowdsourcing to gain ideas from researchers, clinicians, and patients

- Enable prescribers to remotely monitor their patients and track their condition in real time

The TCS Advantage

TCS' Digital Solutions offer life sciences companies the unique advantages of:

- Rich industry experience that we harness to derive actionable business insights from clinical data, which enable informed decision making and ensure product quality and regulatory compliance

- Access to seamless, real-time content platforms that help companies better manage HCP interactions and improve sales teams' productivity

- Pre-built solution components that reduce the Total Cost of Ownership and overall time to market

- Strategic partnership with TCS, ranked as a 'Leader in Digital IT Services' by analyst firm, Everest Group

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Visit the **Life Sciences & Healthcare** page on **tcs.com**

Email: **bps.connect@tcs.com**

Blog: **Agile Business**

About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India's largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

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