

# IDC Health Insights: Knowledge-Based Medicine

## Strategic Priorities

Life Science Omni-Experience



Operation Scale & Agility



Operationalizing Data & Information



## PROGRAMS

Omni-Channel Optimization

Patient Engagement

The Smart Laboratory

Transparent Supply Chain

R&D Collaborative Infrastructure

Comprehensive eClinical Platforms

Life Science Manufacturing Transformation

Mastering Industry Data

Clinical Data Transformation and Analytics

Leveraging Social Communications

Commercial Data Transformation

360° Connected Customer Management

Improving Medication Adherence

Patient Recruitment

Improved Laboratory Workflows

Serialization & Track and Trace

Empowering Collaboration

Clinical App Integration

Digital Technology Transfer

Customer Data

Clinical Trial Operational Excellence

Risk-based Quality Management

Clinical Trial Recruitment

Outcomes-based Drug and Device Pricing

Personalization & Role Customization

Improving Patient Experience

Digital Biomarkers

Anytime/Anywhere (ATAW) Mobile Access

Cold Chain / IoT Data Records

Networked R&D

Expanding eClinical User Access

Manufacturing Analytics

Integrated Provider Engagement

Improved Real-Time Patient / Drug Safety

In-silico Drug Discovery

Adverse Event (AE), Brand Sentiment

Intelligent Product Launch Insights

## USE CASES

Suggestion Generation for HCP Engagement

Pervasive Biosensing Data Sharing

Data Transparency

Global Unified Track and Trace

Decentralized Clinical Trials

Seamless Data Flow

Product Data & IDMP Compliance

Utilization of Real-World Evidence

In-silico Clinical Trials

Digital Therapeutics

Patient Continuity

Last-Mile Drug Deliveries

Collaborative Ecosystems to Drive Co-innovation

Real-time data insights from disparate data systems

Revenue Optimization

Clinical Trial Synthetic Control Arms

Patient Retention

IoT Analytics

# Knowledge-Based Medicine

