

# IDC Health Insights: Knowledge-Based Medicine

## Strategic Priorities

## PROGRAMS

## USE CASES

Life Science Omni-Experience



Omni-Channel Optimization	360° Connected Customer Management	Personalization & Role Customization	Suggestion Generation for HCP Engagement		
Patient Engagement	Improving Medication Adherence	Improving Patient Experience	Pervasive Biosensing Data Sharing	Digital Therapeutics	
	Patient Recruitment	Digital Biomarkers	Data Transparency	Patient Retention	Patient Continuity
The Smart Laboratory	Improved Laboratory Workflows	Anytime/Anywhere (ATAW) Mobile Access			
The Metaverse	Improving Health Literacy of Patients using AR	HCP Education and Training using AR-VR	VR-MR led Drug Discovery		
Transparent Supply Chain	Serialization & Track and Trace	Cold Chain / IoT Data Records	Global Unified Track and Trace	Last-Mile Drug Deliveries	IoT Analytics
R&D Collaborative Infrastructure	Empowering Collaboration through Data	Networked R&D	Decentralized Clinical Trials	Collaborative Ecosystems to Drive Co-innovation	
	Clinical App Integration	Expanding eClinical User Access	Seamless Data Flow	Real-time data insights from disparate data systems	
	Digital Technology Transfer	Manufacturing Analytics			
Mastering Industry Data	Customer Data	Integrated Provider Engagement	Product Data & IDMP Compliance	Revenue Optimization	
	Clinical Data Transformation and Analytics	Clinical Trial Operational Excellence	Improved Real-Time Patient / Drug Safety	Utilization of Real-World Evidence	Clinical Trial Synthetic Control Arms
		Risk-based Quality Management	<i>In-silico</i> Drug Discovery	<i>In-silico</i> Clinical Trials	
Leveraging Social Communications	Clinical Trial Recruitment	Adverse Event (AE), Brand Sentiment			
Commercial Data Transformation	Outcome-based Drug and Device Pricing	Intelligent Product Launch Insights			

Operation Scale & Agility



Operationalizing Data & Information



# Knowledge-Based Medicine Digital Roadmap

