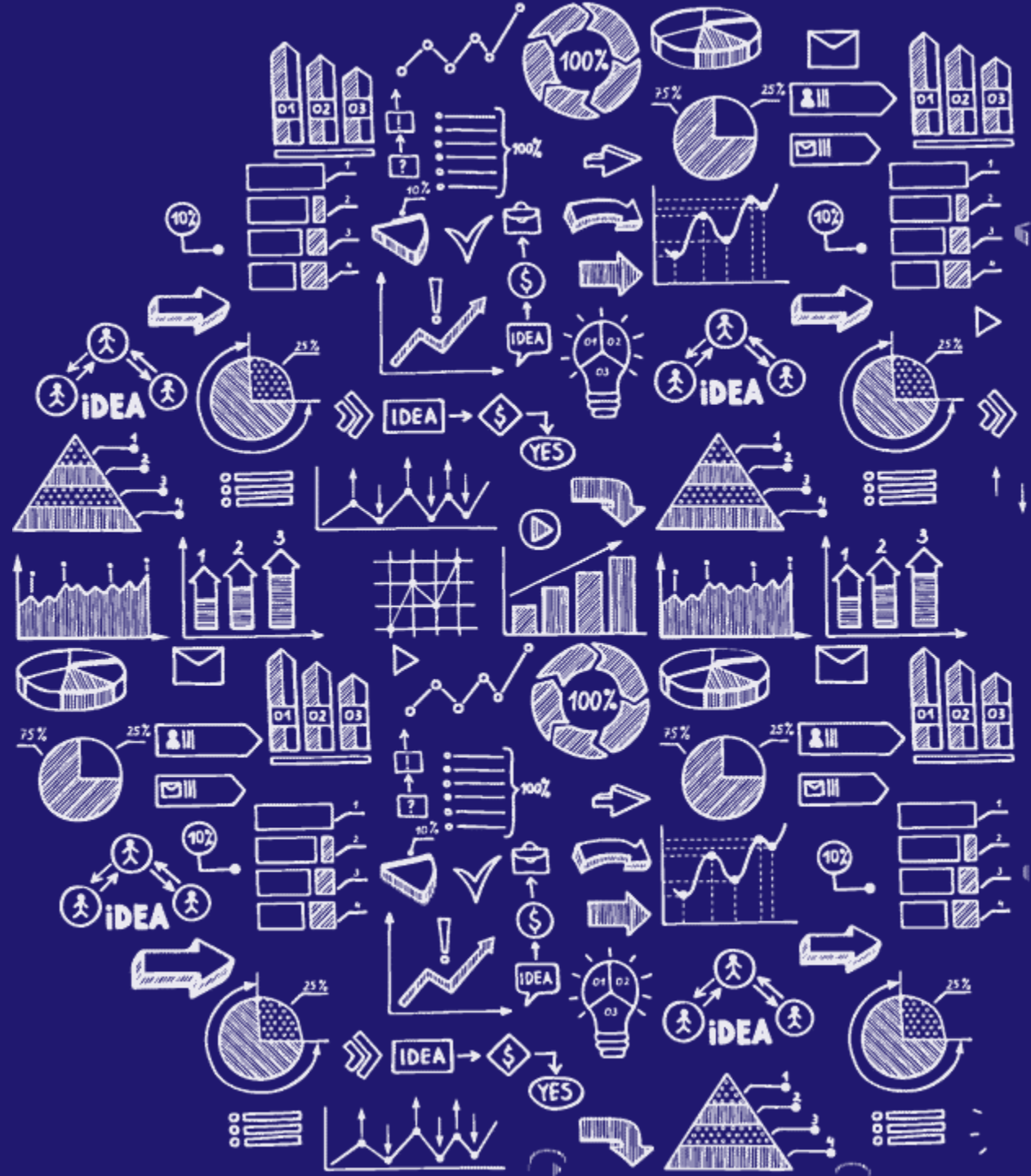


Your Data & Analytics Partner for value creation in Pharma

Lifesciences Transformation
Forces



Transformation in healthcare & technology context is making it an imperative for life sciences companies to leverage digital, data & analytics

Key Trends

Relevance for Pharma Companies



Increasing Healthcare cost pressures

- Pressure to contain costs has led to increased focus on **value based healthcare** & population health management
- It is increasing **difficult to get reimbursement approvals** for new innovative evidence without clear differentiated value proposition compared to existing alternatives



Patient centricity & Personalization

- Shift towards **integrated patient services** and solutions and improving **patient centricity**
- Biomedical innovation is making **personalized treatments** possible
- Advancements in **Genomics** are making it possible to **predict disease evolution** at individual level



Entry of Digital natives into healthcare

- **Digital native companies** are entering by engaging with patients more closely
- For Pharmaceuticals there is a **risk of ceding ground on patient proximity** to such digital natives



Transforming role of healthcare stakeholders

- **Payers are influencing** reimbursement and hence treatment choices
- **Physicians have multiple digital channels** at disposal to inform themselves and their **expectations** from life sciences companies have **changed**

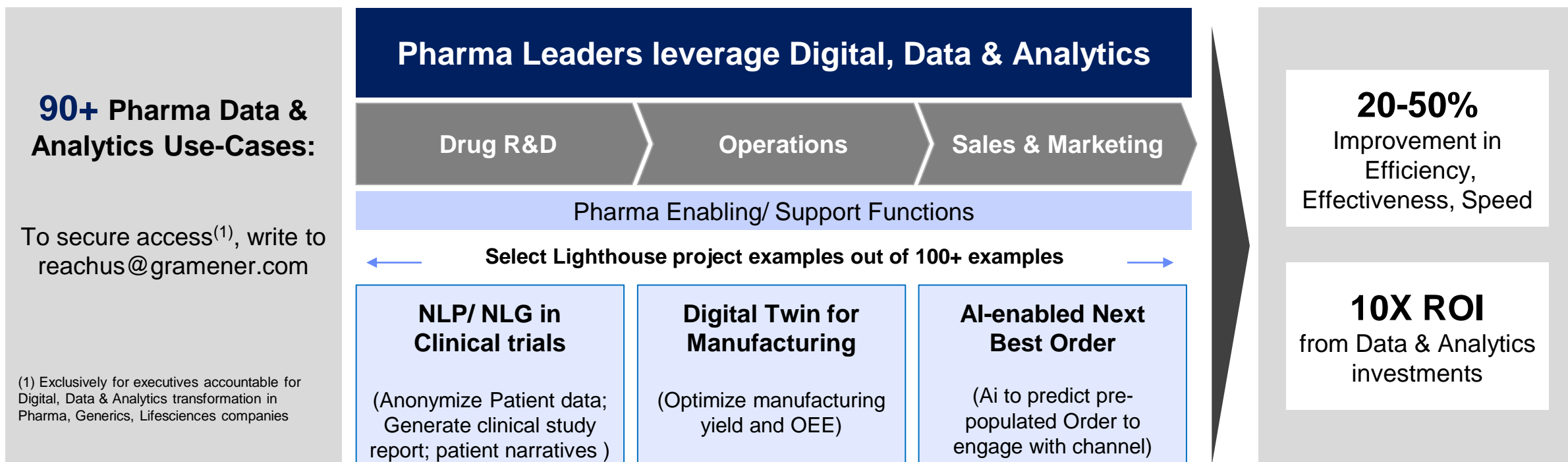


Technology advancements

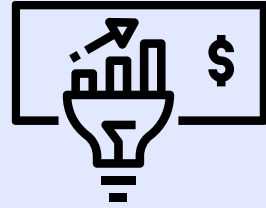
- Ability to collect and harness more **patient health outcomes data** at every stage is making it possible to measure outcomes
- **Advances in Analytics, ML, AI, Data Science** are making possible to harness the data to achieve outcomes efficiently

Gramener's list of 90+ Pharma data & analytics use-cases, with several hands-on project experiences is a strong enabler to help accelerate your D&A efforts

90+ Pharma Data & Analytics Use-Cases to deliver +20% improvement at 10X ROI



Reach out for a discovery session!



Talk to us to explore how Gramener can help you in your **journey to accelerate value realization in Lifesciences via Data & Analytics**

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