

ACQUIS CONSULTING GROUP

DIGITAL TRANSFORMATION:

OPPORTUNITIES TO PURSUE A COST AND DIFFERENTIATION DIGITAL STRATEGY IN LIFESCIENCES ORGANIZATIONS

September 2020

AREAS OF FOCUS



**Cost and
Differentiation
Strategy**



**Pharmacovigilance
Medical Affairs
Commercial**



**Digital Transformation
Opportunities**





Over the past few years, LifeSciences companies have committed to improve operational efficiencies and automation with a focus on Digital Innovation. The goal is to work smarter through advanced automation and data-driven decision making, throughout all business functions of the organization.

Achieving this commitment is a challenge because commercially available AI based intelligent solutions are still in their infancy as compared to other industries such as finance and consumer goods.

By implementing the following sample strategies a company can support their cost and differentiation/optimization objectives in the following business areas:

Pharmacovigilance:

- Automate the entire PV Case Intake process to reduce human interaction and move towards a touch-less case submission environment. The reduced manual hours directly result in cost savings. This includes **NLP to read an Adverse Event either within a form or an unstructured email**, and intelligently submit the Adverse Event to the Safety Database in a specific structured format.
- The **NLP engine also translates the text from 5 languages into a PV Case in English.**

Medical Affairs:

- Implement a KOL (Key Opinion Leader) **platform which includes an AI engine to help users search for and engage with these leaders** in a targeted scientific and advocacy capacity. The AI based tool can utilize big-data from various unstructured data sources, and apply AI to support selecting the fit-for purpose individual based on therapeutic area, disease, location, number of research articles, publications etc. By selecting the right KOL based on data, the firm can achieve reduced long-term costs and improve efficiencies through targeted engagement strategies.
- **AI capabilities of the KOL platform can be used to process social media data to infer positive and negative sentiment** on a relevant therapeutic area or disease. This will help identify leading and current influencers based on criteria such as reach, relevance, and resonance.

Commercial:

- Due to the COVID pandemic, the Commercial team has an opportunity to adopt technology to fill the gaps in activities that were traditionally always conducted in-person. **Running Advisory Boards can now be conducted via a virtual platform.** This will save on travel and hoteling costs which add up significantly over an annual period. The data collected can be processed through an intelligent **AI based tool to conduct intelligent focused surveys.**

The above examples address a combined strategy of cost and differentiation. Differentiation not from a standpoint of an end-product but a combination of how AI can help differentiate the collective organization from the competition and attract the best of breed talent. These are just a few examples how a data-driven and digital innovation focused leadership strategy is being fulfilled and where opportunities for improvement exist.



CONTACTS



Rishi Thukral

Principal, Acquis and Vice President, SSI Strategy

Phone: +1 908.938.3217

Email: rthukral@acquisconsulting.com

As a Principal at Acquis and VP at SSI Strategy, Rishi is an accomplished LifeSciences Digital Transformation leader with 20 years of cross-functional business and technology expertise. He leads large-scale, global, digital initiatives with a keen understanding of organizational challenges, from the perspective of both the business and end-to-end applications. He brings extensive experience in Digital Innovation strategy and process improvement, leading to increased efficiency and maximum return on investment for his clients. With certifications in Big Data & Artificial Intelligence from Rutgers and MIT, an executive MBA from Rutgers, and a Bachelors in mechanical engineering (B.Eng), Rishi successfully guides his clients in developing and executing the right Digital initiatives, tailored to their specific long-term strategic business goals.



ABOUT ACQUIS

Acquis is a Consulting Firm
Specializing in **Strategy**
and **Implementation**



How We Help

We help ambitious organizations solve business challenges that enable sustainable growth and healthy efficiency. We do this by not just designing strategies but also putting them to work.

SERVICES

- Digital Transformation & Customer Strategy
- Post Merger Integration
- New Product & Service Development
- Legal Spend Optimization
- Procurement
- Shared Services
- Technology Solutions
- Travel, Expense & Meetings

EXPERTISE

- Analytics & Reporting
- Change Management
- Operational Strategy
- Process Engineering
- Program & Project Management
- Systems Implementation



Our Values

PEOPLE FIRST

It takes great people to do great business. Our people are the source of our unique expertise and why we've designed a home that inspires the curious mind. The care of our people and culture is our highest priority. We nurture and learn from every team member. We do this to create a leading company and breakthrough results for our clients.

ADVANCE TOGETHER

Relationships are at the core of advancing business. We build every relationship on trust and honesty so our clients can always rely on us as both advisor and ally. We design our relationships to be genuine, not just to be great partners but also to enable growth that is both measurable and meaningful for our clients.

THINK + DO

All too often in our industry we see resources wasted on strategies that are never put to work. We created Acquis to change that. We help our partners create new ways to think about their business but we don't stop there. We see projects through and help implement ideas, turning them into lasting business value.