

# Virtualize & ensure business continuity

## NEXT:

### RETHINK EXPERIENCE, ACCELERATE SCALE

- **Re-evaluate your business considering the new reality:** Technology, connectivity, advanced ways of interacting will drive the future business case. Fundamentally rethink how products and services can provide more flexibility and resilience to your customers' operations.
- **Re-think customer experience** and value propositions. Onsite and online interactions, digital communication, sales assistance, automation, remote monitoring, remote updates, tech innovation, virtualization – these capabilities will become mandatory to ensure a leading customer experience.
- **Preserve and push newly gained efficiencies** back into the commercial organization based on leaner, more digitalized and customer-oriented activities—share with customers to contribute to a more robust and resilient future healthcare system.