

Accelerating momentum.

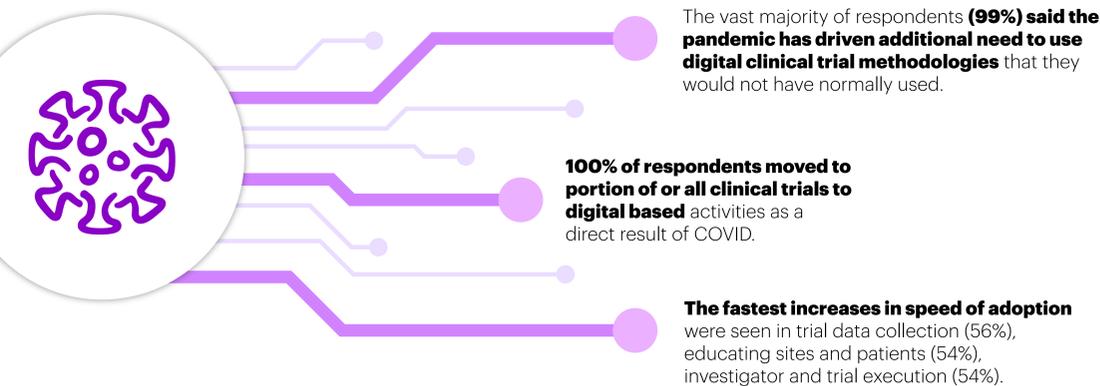
Digital innovation in clinical trials.

Forced to an inflection point by an unprecedented global pandemic, the biopharma industry embraced the challenge of making the impossible possible – **connecting human ingenuity and advanced technologies** to develop and commercialize lifesaving vaccines and treatments in record time. Our research brings to light the pivotal role of digitalization in clinical trials: Findings reveal the use of **digital clinical trial methodologies accelerated throughout the crisis.**

Biopharma companies are clearly ready to drive innovation. How ready are they to **capture the long-term value** of digital to drive faster, smarter clinical trials?

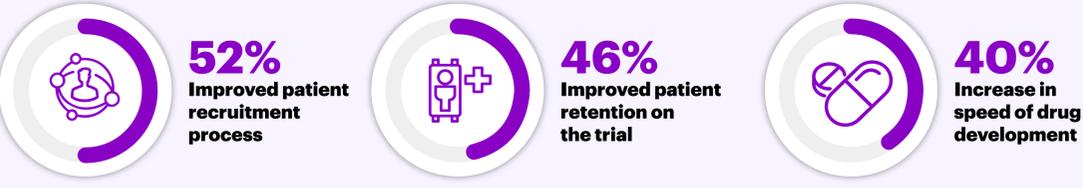
Accenture surveyed 100 biopharma and biotech senior executives (Heads of Clinical R&D, Digital Innovation, Clinical R&D IT, Clinical Operations, Biometrics & Data Sciences) to discover to what extent the adoption of digital technology and decentralized trial methods would be influenced by the experiences and innovations brought about through COVID-19.

Digital adoption took major strides during COVID-19



Better patient experiences and faster results

Respondents cited **top benefits of digital** clinical trial activities as:



Percentages represent number of total respondents who selected items.

Motivated by progress, accelerating adoption is top of mind

Areas to adopt digital trial methodologies the soonest, **over the next 3 years:**



Percentages represent number of total respondents who selected items from 7 key areas.

Clearing away obstacles

Close to **three-quarters (74%) of respondents** said securing stakeholder buy-in for continued adoption of digital tools and methods is not holding them back. This positions them well to address the leading challenges for accelerating digitalization:



By embracing a digital mindset, technology, collaboration and new ways of working, R&D will continue to fuel digital innovation in clinical trials.



Areas to watch while advancing your digital clinical agenda

- Patients may want to revert back to previously used clinical trial methods as pandemic restrictions ease. Be ready to communicate the value of digital methods.**
- Consider the impact of new digital solutions on clinical sites, including training and patient support needs.**
- When designing trial plans, consider the potential for demographic bias towards technology proficiency.**

Now is the time to:

- Change the way that data, analytics and ecosystem partnerships are used across the entire drug development process to help drive improved clinical and patient outcomes.
- Prioritize being flexible and smart – identify multiple technologies that enable ongoing innovation and agile practices for integrating new vendors into core business processes.
- Reimagine clinical development by leveraging machine learning and real-world data to power patient-centric design, formulate trial strategy and employ risk-based everywhere approaches.
- Align strategies and investments to areas where digital adoption of clinical trial methods can drive significant value.

- Speed to market**
Patient identification and recruitment technologies can **reduce trial cycle time.**
- Cost takeout**
Patient engagement technologies are shown to **increase adherence.**
- Enhanced experience**
Decentralized clinical trials can **reduce sites and site costs.**
- Deeper insights**
Enabling effective data analysis can derive **better clinical outcomes and accelerated access**

About the research

Accenture surveyed 100 biopharma and biotech senior executives (Heads of Clinical R&D, Digital Innovation, Clinical R&D IT, Clinical Operations, Biometrics & Data Sciences.) to discover to what extent the adoption of digital technology and decentralized trial methods would be influenced by the experiences and innovations brought about through COVID-19.

This research was carried out in 2021 with companies based in North America and Europe with active trials across 13 therapeutic areas (including some involved in COVID-19 trials). The research considers digital trial methodologies to include the use of novel technology capabilities such as devices, patient applications and other technologies to drive efficiency and engagement for patients, sites and sponsors in clinical trials.

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