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Accenture  
Healthcare Disrupted

R&D

Video Transcript

## Accenture Healthcare Disrupted R&D Video Transcript

Research and development has advanced a lot, and the pipeline of the industry has become more productive. But as we become more value centric there is going to be some additional demands placed on R&D. We'll have to actually understand what the standard of care is and how we can actually impact and evolve and improve that standard of care within a new therapeutic. As we actually find that digital tools, technologies, analytics and insight are a critical part of delivering that therapy and that value, we may find that how we innovate and where we innovate moves beyond the molecule or the antibody to actually embrace these as part of a changed definition of the product itself. And R&D will continue well beyond product launch as we continue to look for how we optimize the value and the benefits to patients in the health systems respectively.

End to end, we have a way of looking at R&D with this vast amount of data and having much more insight-driven R&D. I expect that we are going to have much tighter, much more accelerated R&D processes, much more digitally oriented R&D processes. And fundamentally we are going to have much shorter R&D cycles.