

High performance. Delivered.

Accenture Life Sciences

Rethink Reshape Restructure...for better patient outcomes

Intelligent Commercial Solutions

Transforming the Customer Agenda

Today's digitally-enabled, patient outcome-based world, with more specialized drugs, demands very different commercial models than the salesforce dominated models that were prevalent during the blockbuster era. As the industry shifts to become more outcomes and value-focused, companies are transforming their customer strategies, commercial operating models and capabilities.



Our Intelligent Commercial Solutions practice takes an insight-driven approach to providing comprehensive, end-to-end, digitally-enabled services from strategy through operations to help our clients transform their commercial models and achieve the 'quadruple aim'.

Improved patient care

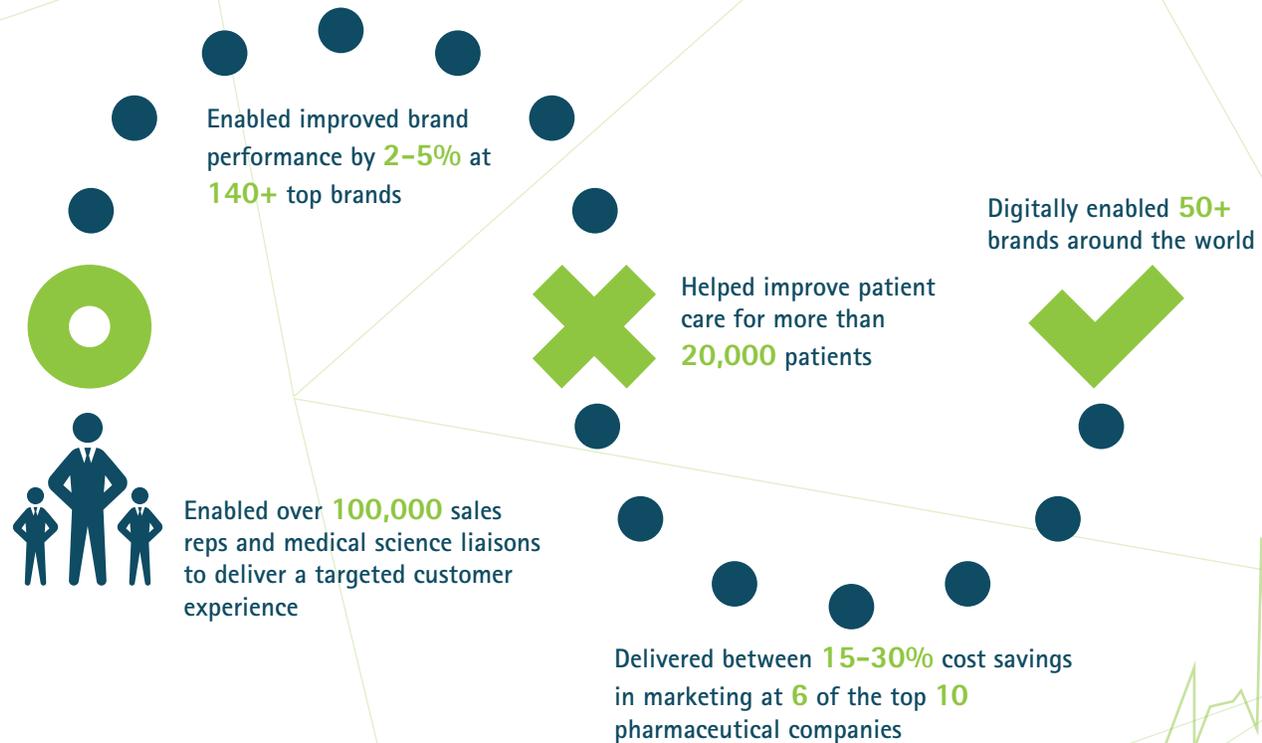
Lowered per capita costs

Improved population health

Improved financial performance



We help our clients rethink commercial strategies to improve the patient experience, create high-impact customer interactions and drive better outcomes. By working across the entire enterprise and broader healthcare ecosystem, we help our clients bring their products and services to market around the world faster, more effectively and often at a lower cost. **We have:**



“ Boston Scientific and Accenture designed this digital health platform to help providers standardize care, reduce overall length of stay and lower admission rates. The Care Pathway Transformation program is designed to enable healthcare professionals and patients to have more informed relationships, leading to better health outcomes and lower costs for health systems. Together, we are addressing an acute industry need for some of the most costly chronic conditions.

- Mike Mahoney, President and Chief Executive Officer, Boston Scientific

“ Right now we're in the enviable position of potentially launching 10 new products over the next 5 years. In the past that would have put a tremendous pressure on our resources, but by including digital as part of our overall business strategy, and by choosing strong strategic partners like Accenture, we are finding ways to become more efficient, nimble and freeing up the resources we need to focus on delivering these medicines for patients.

- Kevin Guerette, Executive Director, Global Commercial Operations, AstraZeneca

Our services include:



Intelligent Access & Launch Solutions: Help life sciences companies optimize product value propositions and grow revenues.



Intelligent Patient Solutions: Help life sciences companies transform how they engage with customers and patients to deliver measurable improvements on health and economic outcomes.



Intelligent Marketing Solutions: Help life sciences companies design and deliver meaningful experiences across channels and stakeholders.

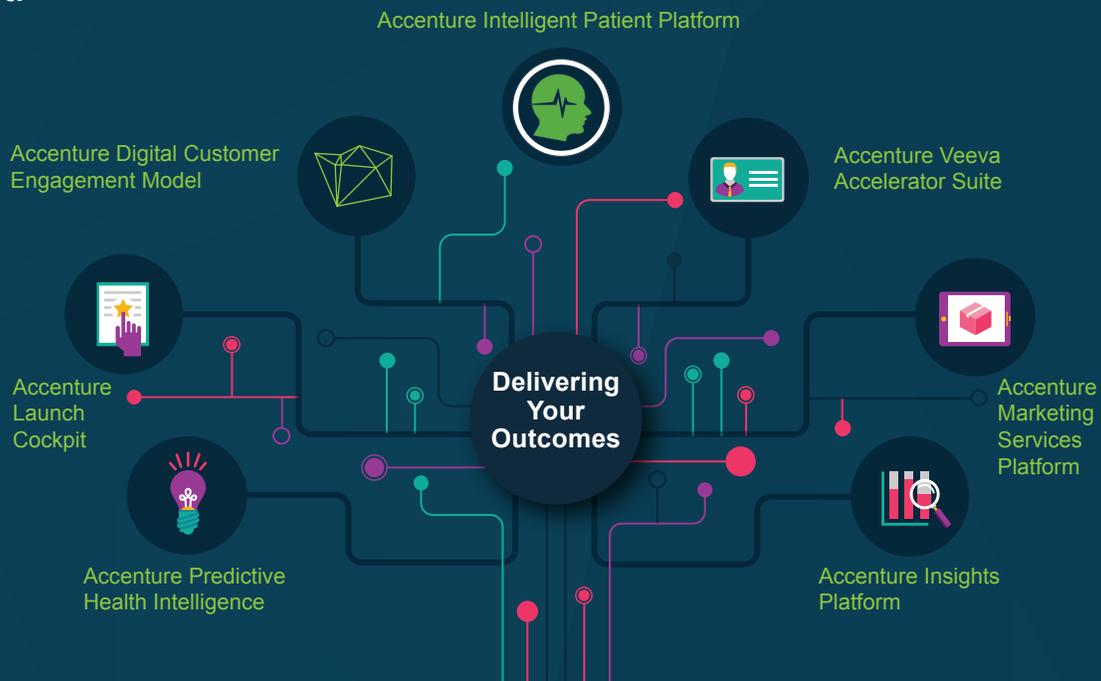


Insight-Driven Solutions: Enable life sciences companies to measure and improve marketing and sales impact on patient health and financial performance.

We've established alliances and key relationships with some of the leading technology providers in the world to bring the best solutions to our clients. These include: Adobe, Aprimo/Teradata, Microsoft, Oracle, Pega, Salesforce and Veeva.

Our proprietary assets

Powering your business with industry specific digital platforms, apps, performance accelerators and Certified Salesforce Fullforce Solutions to become more digitally and analytically empowered in an increasingly patient outcome-based and value focused environment.



#1

Our leadership is widely recognized



"Leader" in all four IDC MarketScape Worldwide Life Sciences Sales and Marketing reports: Strategic Consulting, IT Outsourcing, BPO and Digital Transformation

#1 Life Sciences IT Services Vendor for the 5th year in a row in IDC Health Insights report

#1 in Salesforce implementations (Forrester)

Advertising Age Agency Report 2016 named Accenture Interactive #1 in the World's 15 Largest Digital-Agency Networks

"Winners Circle" in HfS's inaugural Pharma BPO in the Emerging as a Service Economy Blueprint Report

Leader for Life Sciences Digital IT Services – Service Provider Landscape by Everest Group's PEAK Matrix Assessment (2015 & 2016)



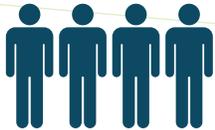
Worked with the sales & marketing functions for all of the top 15 Fortune 500 pharmaceutical companies



Commercial solutions work in 27 countries spanning 5 continents

450+

Skilled sales and marketing professionals with over two decades of experience with all major healthcare stakeholders



250+ licensed medical professionals across all major therapeutic areas



Our people have on average 7-10 years Life Sciences industry experience



1,500+ people with a total of 5,000 years of combined experience in digital

Contact us:



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