



MEDICINE IS NOT THE BEST MEDICINE

Millions of people take medications that don't help them. In fact, statistics show that medicines by themselves often don't work. So, how can pharmaceutical companies help more patients and increase competitive agility?

An answer lies in **services** - care management tools for patients, providers and caregivers that lead to better health outcomes.

Pharma must put the same rigor into developing services as it does into products. The right candidates for services-centered transformation need four fundamentals:

One: **Get intentional** – Have a clear commercial construct for services, setting expectations for their contributions to business performance.

Two: **Don't go it alone** – Tapping into partners can create broader selection for patients and more opportunities to scale faster.

Three: **Shape the market** – Educate stakeholders on the value that services can deliver to influence outcomes-based reimbursement.

Four: **Be digital** – Pivoting the entire business means making the most of digital tools and skill sets.

Learn more about how pharma can reimagine services with our full report:

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